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The American Inst. of Architects  
1741 New York Ave., N. W.  
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# WEEKLY BULLETIN

## MICHIGAN SOCIETY OF ARCHITECTS

*A State Organization of The American Institute of Architects*

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Volume 24

DETROIT, MICHIGAN, JULY 4, 1950

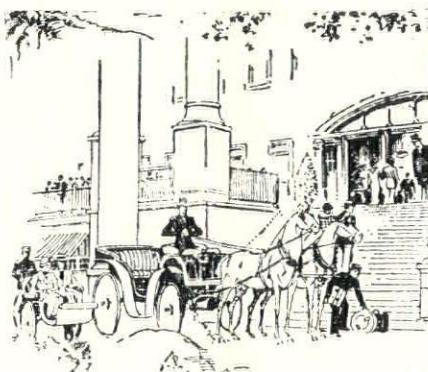
No. 27

## MID-SUMMER CONFERENCE, AUG. 3-6

*Seventh Annual Event at The Grand Hotel on Mackinac Island will be one of the most important architectural events of the year*

Alden B. Dow, President of the Michigan Society of Architects, announces the dates for the Seventh Annual Midsummer Conference at The Grand Hotel on Mackinac Island as August 3, 4, 5 and 6. The Conference proper will take place on Friday and Saturday, August 5 and 6. Thursday, August 3 will be for arrivals and Sunday, August 6 for departures.

This event has become so well known to Michigan architects, members of the building industry, their families and friends, that it is hardly necessary to go into details regarding transportation, reservations, etc. We do, however, remind our readers that each year there has been an overflow attendance and unless reservations are made early, direct with



The Grand Hotel, there may be some disappointments.

The Conference affords an excellent opportunity for an outing at one of the nicest vacation places in the State of Michigan, besides the very constructive program that will

be offered in the way of business sessions.

President Dow and the Committee have in store some real surprises in the way of fun and recreation as well as more serious features. A speaker of national standing will be engaged.

Each year the Conference has increased in interest and importance and certainly this year will be no exception.

The Grand Hotel has kept abreast of the times by constant improvement in its wonderful place, which was designed by our late Fellow and member, Mr. George D. Mason, known as the "Dean of Michigan Architects." Further, the history of the Island holds special interest to architects and others, being rich in the lore of other days.

In order to make this Conference a success and to insure proper attention to your requirements at the Hotel, why not act now by filling in and mailing the blank below.

### GRAND HOTEL, MACKINAC ISLAND—RESERVATION REQUEST MICHIGAN SOCIETY OF ARCHITECTS MID - SUMMER CONFERENCE, AUGUST 3, 4, 5, 6, 1950

- Deluxe Rooms with bath, lakeview exposure, \$16.50 per day per person, American Plan.
- Double Rooms with bath, lakeview, south or west exposure, \$15.00 per day per person, American Plan.
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(There is an added charge of 27c daily per person for sales tax)

I expect to arrive \_\_\_\_\_

A.M. Name \_\_\_\_\_

P.M. \_\_\_\_\_

I shall depart \_\_\_\_\_

A.M. Address \_\_\_\_\_

P.M. \_\_\_\_\_

## PRODUCERS' COUNCIL DINNER MEETING

By T. G. SEEMEYER

Louis T. Ollesheimer of Fiat Metal was unanimously elected president of the Michigan Chapter of the Producers' Council, Inc., at a dinner meeting held June 12 at the Sheraton Hotel at which Charles M. Mortensen, Managing Director of the national headquarters in Washington, D.C., was the principal speaker.

Others elected to office were William J. Portland of Armstrong Cork, Vice President; Robert J. Ogden of Aluminum Company of America, Secretary;

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and G. Frederick Muller of Pittsburgh Plate Glass, Treasurer.

This outstanding group of loyal members of the Council was selected by the nominating committee composed of past presidents R. B. Richardson of Spencer Turbine, who wore the bow tie of the evening; Jos. F. Busse of Libbey-Owens-Ford Glass and Dayton L. Prouty of Zonolite.

Genial executive secretary Chuck Mortensen gave an excellent talk on the activities carried on by the various chapters throughout the country, and demonstrated through the use of film slides the important points covered in his lecture.

He especially emphasized the Panel idea where a number of firms combine at a meeting to give information about a similar subject. Another point he stressed was for social activity such as the Beaux Arts Ball put on by the San Francisco Chapter as a medium for friendly relationship.

Bill Ogden of Marsh Wall Products, and retiring president of Producers' Council, wearing a brilliant red tie that matched his wit, gave a provocative and interesting talk, in his inimitable way, on the future possibilities of the Council as gleaned from his experience while in office.

Others among those attending the affair were grand guy Chuck Kleinbrook of Zonolite, who, incidentally, is raising quite a crop of grass on his new front lawn; Paul Marshall of Aluminum Company of America; Ernie Baker of American Gas Association, and E. F. Betts of American Radiator and Standard Sanitary.

Jovial E. D. Ainslie, Jr. of Armstrong Cork and handsome Barney Bernard of Chamberlin Company of America were there with J. R. Nicholson of Pittsburgh Plate Glass and Edward De Young of Speakman.

When Honorary member, Bill Cory, arrived with his magic rope, we knew that the meeting had become really official.

Sitting together were D. T. Kingman and W. A. Snure of Unistrut Service. "W.A." wore the sport coat of the evening.

Detroit Steel Products was represented by its man of distinction, Walter Torbet, and Tom (Gary Cooper) Moore.

We saw Clyde Oakley of Truscon Steel and Floyd Clise of Johns-Manville Sales and further along R. C. Faulwetter of United States Quarry Tile and J. R. Macaulay of Roddis Lumber & Veneer.

Donald Ollesheimer of Fiat Metal and good looking son of new President Louis Ollesheimer did a bang-up job of recording the names of those present.

As usual, architect Bill Palmer was there to give moral support from the architectural profession.

Hard working Bill Portland of Armstrong Cork as chairman of the Golf Outing Committee spoke on the plans for the event to be held June 23 at the Beach Grove Country Club in Canada. When this article is published the event will be over, but we hope that Bill has a good turnout, for a guy of his energetic proclivities deserves all the success in the world.

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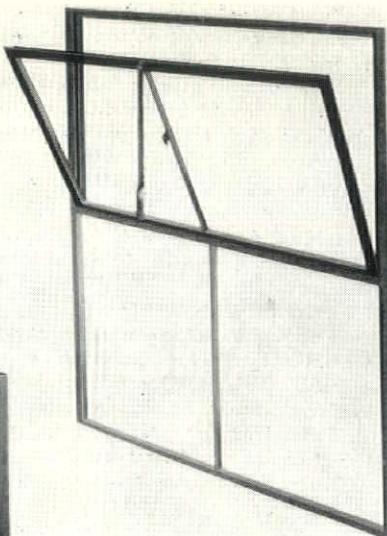
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**LOUIS CHESNOW, A.I.A.**, reports an interesting tour of the Southwest and Mexico. He was particularly impressed with the beauty and charm of San Antonio, Texas, where the river winds through the city and the old is mixed with the new.

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## PLASTER INSPECTION

A new plaster inspection program designed to insure highest quality workmanship in the Detroit Metropolitan Area has been announced by the recently organized Detroit Plastering Industry Joint Conference Board.

Employers and employees, representing all the plastering trades, have voluntarily united to protect the public by a system of job inspections to insure proper quantity and mixing materials, proper thickness and straight walls and ceilings.

Inspections by qualified journeymen plasterers were started June 1 on all new plastering work as well as patch work costing more than \$100. The area under supervision includes all Wayne County and those parts of Macomb and Oakland Counties that are inside of the line bounded by Thirteen Mile Road.

Before starting any plastering job,

plastering contractors apply at the Board headquarters, 3436 Fenkell, for a sticker and register the job. The contractor then posts the sticker in the medicine cabinet space or bathroom door jamb of residences, or some suitable place of a commercial building. Journeymen plasterers arriving on the job cannot begin work until the sticker is posted.

A joint statement released by members of the Board follows:

"We believe this is the only program in the nation that gives such complete protection to the public. Cleveland has had a sticker system, but no inspection, for about 20 years, and Chicago has had a form of inspection, but no sticker since 1945. The Detroit program combines the benefits of both these programs because we obtain a record of every plastering job before it starts and then inspect the job at various stages of plastering. The inspector has the authority to approve or reject the various stages of the job by so indicating over his signature on the sticker at the job site."

"If any stage of the job is rejected it must be brought up to standard by the men who did the work within 72 hours from the end of the day of rejection, and on their own time."

"The rules applying to this program are nothing new. They have been in effect for years and all journeymen plasterers know them. Now all the agencies concerned have voluntarily united to enforce them for the protection of the public and themselves."

"We believe the public prefers plaster in its dwellings and other buildings for fire protection and appearance. We aim to see that it gets it in the highest standard regardless of price range of the building."

Sticker fees paid by the contractors support the program. Fees range from \$1.00 to \$3.00 for patch work, \$3.00 only for residences up to and including four family dwellings, and \$3.00 per thousand dollars of total lathing and plastering contract on all commercial work.

Members of the Board are Louis Ver-Mullen, Joseph Dillon, Felicien Van-Den-Branden, president, Ernest Surridge, Ben Addleson and Norbert Showengerdt, secretary, representing Locals 16 and 850 of the Operative Plasterers and Cement Finishers International Associations; Nicholas G. Miceli, vice-president, and Samuel Goldberg, representing the Master Plastering Contractors Association; Albert Beever, treasurer, and Munro Aird, representing the Contracting Plasterers Association; Fred St. Souver and Thomas Cummings, representing the Independent Plastering Contractors.

## JOINT COMPETITION

The Cleveland Section of the Illuminating Engineering Society joined the Cleveland Chapter of The American Institute of Architects recently in a most successful cooperative effort. Under their joint sponsorship, an architectural contest was held for 43 seniors of the Western Reserve University School of Architecture, into which several rather unique features were introduced.

The contest was preceded by a five-hour "prep" course on the lighting problems likely to be encountered in the specific problem presented. The course was conducted at the General Electric Lighting Institute, Nela Park, under the direction of an Institute "faculty."

The problem itself was to design the lighting and redecorating of an existing Cleveland building, supposing it to be intended as a joint A.I.A. and I.E.S. meeting room. The room was about 100 feet by 30 feet with additional space for entrance, bar, and coat room.

The students were required to show detailed architectural and electrical plans and three perspectives of the room, as a dining-meeting room, as an exhibit room for paintings and sculpture, and as a room for parties. The lighting systems were to be done in considerable detail.

Four prizes were awarded from the 36 entries which were exhibited at the I.E.S. Conference in Buffalo, N.Y.

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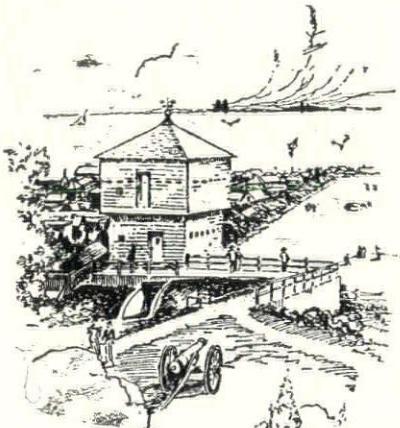
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DETROIT, MICHIGAN, JULY 11, 1950

No. 28



### TELEGRAM (Received Last Year)

HAVE REACHED LIMIT WE CAN ACCOMMODATE YOUR PARTY AUG. 4-7. CAN PROVIDE LIMITED NUMBER ADDITIONAL ROOMS WITH HOT AND COLD RUNNING WATER BUT NOTHING MORE WITH PRIVATE BATHS.—GRAND HOTEL

## BOARD FURTHERS MACKINAC PLANS

Vander Laan Named Chairman of Midsummer Conference at The Grand Hotel

At a meeting of the Board of Directors of the Michigan Society of Architects at the home of Society President, Alden Dow, in Midland, on June 28, the principal discussion was on the Seventh Annual Midsummer Conference of the Society, scheduled at The Grand Hotel, on Mackinac Island, August 3-6, 1950.

Peter Vander Laan, of Kalamazoo, was named Chairman of the event, and the Board of Directors of the Society will act as a committee on arrangements. The program will follow closely that of former years.

Architects, producers, their families and friends will arrive at the Hotel on Thursday, August 3, and a pre-Conference reception will be held in the Governor's Suite at 5:00 o'clock that evening. Friday morning there will be an open meeting of the Board of Directors.

Friday afternoon a business session will be devoted to the subject of plastics, with speakers from the Dow Chemical Company. At the Banquet Friday evening the speaker will be Mr. Prentiss M. Brown, former Senator from Michigan, now Chairman of the Board of The Detroit Edison Company. Mr. Brown will speak about the Mackinac Bridge Authority, of which he has just been named Chairman.

Saturday morning Mr. Louis T. Ollesheimer, newly elected President of the Producers' Council, Inc., Michigan Chapter, will be moderator at a session devoted to "New Methods and Materials in the Building Industry," which will be a panel discussion entered into by several members of the Producers' Council.

Saturday evening will be the occasion of the President's Reception and cocktail party. Interspersed with the business will be the many recreational features for which the Hotel and the Island are famous.

We cannot too strongly emphasize the importance of making reservations

### GRAND HOTEL, MACKINAC ISLAND—RESERVATION REQUEST MICHIGAN SOCIETY OF ARCHITECTS MID - SUMMER CONFERENCE, AUGUST 3, 4, 5, 6, 1950

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I expect to arrive \_\_\_\_\_

A.M. Name \_\_\_\_\_

P.M. \_\_\_\_\_

I shall depart \_\_\_\_\_

A.M. Address \_\_\_\_\_

P.M. \_\_\_\_\_

early at the Hotel, in order to avoid disappointments. Last year, just when we thought we were getting nicely started with reservations, we received a telegram from the Hotel stating that no more choice rooms were available. After the Conference we received a letter from Mr. J. O. Woodfill, Manager, stating that if our attendance continued to grow as it had for several years, it might be necessary to schedule the Conference later in the season, when The Hotel facilities would be better able to take care of the group. Use the blank on page 1 to make reservations direct with the Hotel.

#### Other Matters At Board Meeting

Attending the Board meeting at Mr. Dow's home were Messrs. Dow, McGrew, Bauer, Kressbach, Vander Laan, Hammett, Zimmermann, Gabler and Hughes.

The Dow house, office and grounds become more beautiful each year and it is a real treat to meet there. Directors also had the opportunity of visiting Alden's Midland Methodist Church job, now under construction. It is of good modern design with many innovations, a place where one can worship in the most pleasant surroundings. The sketches for the Phoenix, Arizona Cultural Center were also of great interest to the visitors.

The Board accepted the invitation of the University of Michigan to co-sponsor its Extension Division Home Evaluation Program to be offered at the Rackham Building in Detroit this season.

Ralph Hammett reported progress for his special committee to study the proposed basic building code being worked out by the Building Officials Conference of America.

Charles McGrew reported on the proposed brochure to be issued by the Society, covering principles of professional practice and schedule of fees. It was voted to accept the Western Michigan Chapter's schedule of fees and recommend to the other two chapters in Michigan that they approve it.

Board members are indebted to Alden for serving such an excellent dinner following the meeting.

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**GEORGE J. HAAS, A.I.A.**, formerly a member of the Detroit Chapter, but now of the Florida South Chapter, has been elected President of the Miami Chapter of Producers' Council, Inc. George represents a number of well-known companies in the field of building materials and equipment, and serves the architects throughout the state of Florida.

While in Detroit, George served two terms as President of the Michigan Society of Architects, and was most active in the Detroit Chapter, A.I.A.

**HAROLD H. EHLERT, A.I.A.**, has announced the new location of his office at 37 Robert Oakman Building. The telephone number is WEBster 3-2020.

*BELow: Some views taken at last year's Banquet at The Grand Hotel. Photos by Gordon Sheill.*

#### ELIEL SAARINEN

Eiel Saarinen, world-renowned architect and city planner and President of Cranbrook Academy of Art, died suddenly of a cerebral hemorrhage at his home in Bloomfield Hills, Michigan, on July 1, at the age of 76.

Only a few days before Mr. Saarinen had been examined by his physician, who reported favorably on his physical condition. He had been in his office the day before his passing.

The funeral was held in Christ Church, Cranbrook on July 5. In accordance with Mr. Saarinen's wishes his ashes were sent to Finland. The family asked that no flowers be sent, but instead suggested contributions to the Eiel Saarinen Memorial Scholarship Fund, to further the education of one of "Pappy's" pupils.

A biographical sketch of Mr. Saarinen is in the July National Architect.

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Fortified with a larger budget and encouraged by Mayor William O'Dwyer's directive to "scour the country" for the best planning talent, the City Planning Commission of New York City announced that it will offer "internships" for young men interested in city planning as a career.

At least two and possibly six college graduates will be hired by the commission, which also has twenty-eight other positions open for experienced planners.

Specific training in college is not necessarily required, the chairman added, explaining that a good city planner is a combination of sociologist, economist, architect and civil engineer. The primary requisite will be a sincere interest in making New York City "the best place in the world to live and work."

By employing selected graduates with little planning experience, the Commission hopes "to take advantage of budding talent and at the same time afford opportunity for valuable experience."

Meanwhile, Harry M. Prince, president of the New York Chapter of The American Institute of Architects, advised Mr. O'Dwyer that his group disagreed with a recent statement made by the Citizens Housing and Planning Council. The council had opposed the employment of outside experts to prepare reports and plans for public projects.

Mr. Prince contended that architects in private practice are not a drain on the city's budget and that they contribute to its prestige. "We are opposed, as experts in planning processes," Mr. Prince said, "to the pronouncement of the principle that good city planning must be done by a city staff."

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\$1,000 scholarship has been awarded to Andrew J. Smith, a senior in the College of Architecture and Design, University of Michigan, for his "marked ability and promise."

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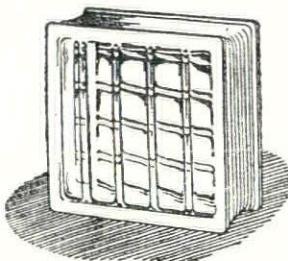
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# WEEKLY BULLETIN



THE AMERICAN  
INSTITUTE OF ARCHITECTS  
1950 JUL 24 AM 8:46

WASHINGTON, D. C.

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A State Organization of The American Institute of Architects

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Volume 24

DETROIT, MICHIGAN, JULY 18, 1950

No. 29

## PRENTISS M. BROWN TO BE SPEAKER AT MACKINAC

*Distinguished Chairman of the Board of The Detroit Edison Company will address the  
Banquet of Society's Seventh Annual Midsummer Conference at The Grand Hotel*

The Michigan Society of Architects is most fortunate in being able to announce that Mr. Prentiss M. Brown has accepted an invitation to be the Guest of Honor and Speaker at its Seventh Annual Midsummer Conference at The Grand Hotel on August 3-6, 1950. Peter Vander Laan, Conference Chairman, made the announcement, on behalf of Society President, Alden B. Dow.

Mr. Brown was recently appointed Chairman of the Mackinac Bridge Authority, and he will speak on that subject. The locale and the interest of our members make this especially appropriate.

Following last year's Conference, Mr. J. O. Woodfill, Manager of The Grand Hotel wrote, "I must admit the increase in attendance did play a little hardship on us, since this was not anticipated, and should your group continue to grow as in the past, I am afraid we will have to start working on other dates, possibly later in the Month of August, when our facilities would be more adequate for your needs."

This should be sufficient as a suggestion for those planning to attend to make their reservations early, direct with the Hotel. Other information about the program was given in the two previous issues of the Weekly Bulletin. Please use the reservation blank printed in this issue.

### ABOUT OUR SPEAKER

Prentiss Marsh Brown, Chairman of the Board of Directors of The Detroit Edison Company, was born in

St. Ignace, Michigan on June 18, 1889.

He graduated from Albion College with the degree of A.B. in 1911, LL.D. in 1939. He attended the University of Illinois in 1911 and 1912.

Mr. Brown was admitted to the Michigan Bar in 1914, following which he practiced in St. Ignace, was City Attorney, 1914-33; Prosecuting Attorney of Mackinac County, 1914-26. He was a member of the 73rd and 74th Congress of the  
(See PRENTISS BROWN, Page 2)

### GRAND HOTEL, MACKINAC ISLAND—RESERVATION REQUEST MICHIGAN SOCIETY OF ARCHITECTS MID - SUMMER CONFERENCE, AUGUST 3, 4, 5, 6, 1950

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PRENTISS BROWN, from Page 1

United States, representing the 11th Michigan District, 1933-37. His appointment to the United States Senate to fill the unexpired term of the late James Couzens, in 1936, was followed by his election for the term, 1937-43. During 1943 he was Administrator, Office of Price Administration.

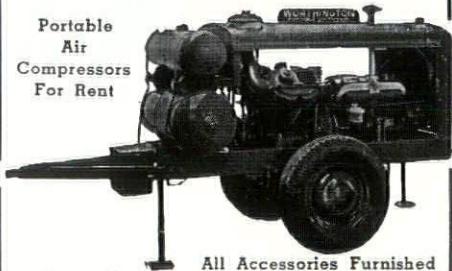
Since 1943 he has been a member of the law firm of Brown, Fenlon, Lund and Babcock, of Detroit and Washington, D.C.

He is President of the First National Bank of St. Ignace; Arnold Transportation Co.; Essex County Light and Power Co.; Peninsular Electric Light Co.; Washtenaw Light and Power Co.; and Vice-President: Detroit Edison Illuminating Co.; St.

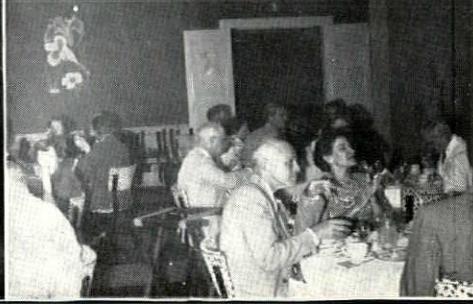
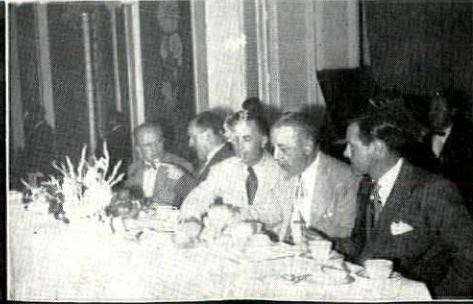
*BELow: Some views taken at last year's Banquet at The Grand Hotel. Photos by Gordon Sheill.*

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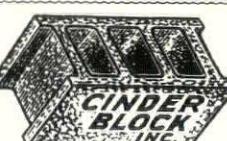
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### THE GRAND HOTEL

The Grand Hotel grounds and most of the land occupied by the "village" (the community really is a city) are privately owned.

Senator Francis B. Stockbridge of Michigan purchased the site of the Grand Hotel in 1882. He wanted Michigan to have a great summer hotel and he vowed that he would hold the land until it was used for construction of the world's largest and finest summer hotel.

Gurdon S. Hubbard, pioneer State Street merchant of Chicago, was the first to undertake promotion of the hotel, but his plans did not meet the high demands of Senator Stockbridge. Others followed with unimpressive plans, but the Senator turned them down. He wanted a big hotel.

John Oliver Plank was the country's leading resort operator at that time. He was operating three fashionable hotels in New England. His friend George Pullman urged him to undertake the Mackinac venture. Mr. Plank became interested and in 1887 he promoted and built The Grand Hotel. He was a large stockholder, lessee and general manager until he sold his interests in 1890.

Commodore Cornelius Vanderbilt was the first president of the Hotel company. Stockholders included high officials of the Pennsylvania Railroad Company, the New York Central Railroad Company, and the Detroit and Cleveland Navigation Company.

Some of the stockholders desired that the Hotel be named "Hotel Vanderbilt." Others wanted an Indian name. Some thought Mr. Plank's name should be used. It was finally decided that Chauncey Depew should be delegated to select a name.

He decided upon Grand Hotel but stipulated that as long as Mr. Plank managed it, he might advertise it as "Plank's" Grand Hotel.

The Hotel opened on July 10, 1887. Mr. Depew presided as toastmaster at the opening dinner. Arriving that day were Mrs. Potter Palmer and a group of friends from Chicago. As was often the custom of those days, her equipage included three teams, saddle horses, tally-ho and carriages. Also, from Chicago came members of the Swift, Cudahy and Armour families. Adolphus Busch and his family of St. Louis spent that summer and many more at the Hotel. From Detroit came the Whitney's, Algiers Newberrys, Campeaus, and Clarks. During the first week the Hotel was taxed to more than capacity with an average of 1,000 guests registered every night. Governor Cyrus

G. Luce of Michigan and his family spent the entire summer at the Hotel and ever since it has been the custom of Michigan governors to make this their summer headquarters. The apartment of the Governor of Michigan is one of the notable suites of the Hotel.

The site of the Hotel, particularly the ground under the ballroom, and lobby was used for centuries as an Indian burial ground. Not only was ample evidence of this discovered when the Hotel foundations were laid but also local history and Indian traditions bear this out. The Indians believed the Island was a sacred gift from their gods as a place for burial of their illustrious dead. Indian chiefs throughout the entire Great Lakes area were brought here for burial. Residents of the Island have described what they themselves saw here many years ago, a few canoes coming in occasionally from far-off places bringing Indians and the remains of some parted chief for burial. The funeral cortège seldom spoke to anyone or each other, going away as silently and mysteriously as they came.

In the construction of the Hotel only clear, virgin white pine was used. Timber of this quality is no longer available. It has always been considered the finest and most enduring of building timber and appraisers have reported

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that the Hotel structure is as sound as the day it was built.

Mackinac is a world apart, a quaint island retreat where colonial America is preserved. No automobiles, no trains, no commerce other than that which serves the tourist. Landscaped grounds and gardens are on every hand, with beautiful vistas overlooking the forests, cliffs and lakes. Historic Fort Mackinac, primitive Fort Holmes, the original Astor Fur Post, Old Mission Church and other landmarks grace the scene as in pioneer days. There is every facility for sport, entertainment and enjoyment of nature's rich profusion. The ornithologist finds at Mackinac a sanctuary of innumerable species. The artist may use his brush with varied pleasure amidst gorgeous coloring and engaging scenes. Cycling and riding are at their best on this well-groomed island where no motor cars may interfere. Much of the Island is maintained by the State of Michigan as its most notable State Park.

Situated on a high elevation, with a great porch and colonnade two blocks long, Grand Hotel looks down upon the gardens, swimming pool and recreation grounds, commanding a majestic view of the Straits of Mackinac. Here one may live graciously and delightful-

ly during the summer months enjoying the famed Mackinac air, purest in the world. Two golf courses, dancing, concerts and sports provide entertainment and recreation.

The Hotel is spacious and its grounds extensive. Service is kept at highest standards. One may rest or play, participate or be a spectator in the many hotel activities.

The cedar trees in front were not planted, but began their development naturally about 1880. For one hundred years prior to that the site of the grove was used for cleaning fish by local fishermen. The resulting refuse which accumulated created a fertile top soil that gave root to this present luxurious growth of cedar.

The original Hotel structure was approximately one-half its present size. Additions were built in 1897 and 1912. The entire property was remodeled and enlarged in 1919. The records show that from 1925 to 1937, over \$600,000.00 was expended for improvements.

The Hotel grounds comprise 500 acres. Adjoining is the 1,600 acres of the Mackinac Island State Park.

The buildings are approximately 5,000,000 cubic feet in size. It is the largest summer hotel in the world.

The main building is 880 feet in length. The front porch is the longest in the world. Robert Ripley pictured this longest porch in his "Believe It or Not" cartoon on August 27, 1936. The porch is exactly 100 feet above the lake level.

The automatic sprinkler system was installed in 1926 at a cost of \$104,000.00. It is the largest fire-protective apparatus ever built. Nine carloads of pipe were used in its construction. The insurance rate was reduced to one tenth of the former rate by installation of this equipment. The National Fire Protection Association has maintained a complete record of fires in this country for the past twenty-five years. Their record shows where sprinkler equipment has been used such as is maintained here, every fire has been promptly extinguished. The record shows 100% safety from fire for buildings like The Grand Hotel of today. The record is less favorable in case of so-called fireproof hotels without this sprinkler protection.

There are 30,000 yards of carpet in the main building. From the east end of the main dining room to the west end of the lobby floor corridor extends the longest piece of carpet ever made. It is two blocks in length. Bigelow-Sanford Carpet Company, who made this carpet, have carried national advertising in leading publications describing and picturing this longest carpet.

## GOOD SCHOOL BUILDING

The single-story and lighting features of the new South Side junior high school in Kalamazoo were given high praise recently by Lawrence B. Perkins of Chicago, rated as an outstanding school architect.

His commendation was made at the conclusion of a four-hour tour through the building, now under construction. He and Rufus Putnam, in charge of school buildings in the Minneapolis public school system, were conducted by Dr. Loy Norrix, superintendent of schools, and Harley W. Anderson, business manager. The two went to Kalamazoo to inspect the building as one of the most noteworthy schools built in the Middle West in recent years.

Mr. Perkins, senior partner in the architectural firm of Perkins and Will, is frequently called on to address school and business conventions on subjects related to school building construction.

The new Kalamazoo school building was designed by Louis Kingscott and Associates, Inc., of that city.

**DAVID H. WILLIAMS, JR.**, past president of the Detroit Chapter, A.I.A., has been awarded the Honorary Degree of Doctor of Fine Arts by Transylvania College, of Lexington, Kentucky.

Dave is now President of the Detroit firm of George D. Mason and Company, Architects. Among his designs are Detroit Masonic Temple, Detroit Yacht Club, Central Woodward Christian Church, and scores of others.

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*A State Organization of The American Institute of Architects*

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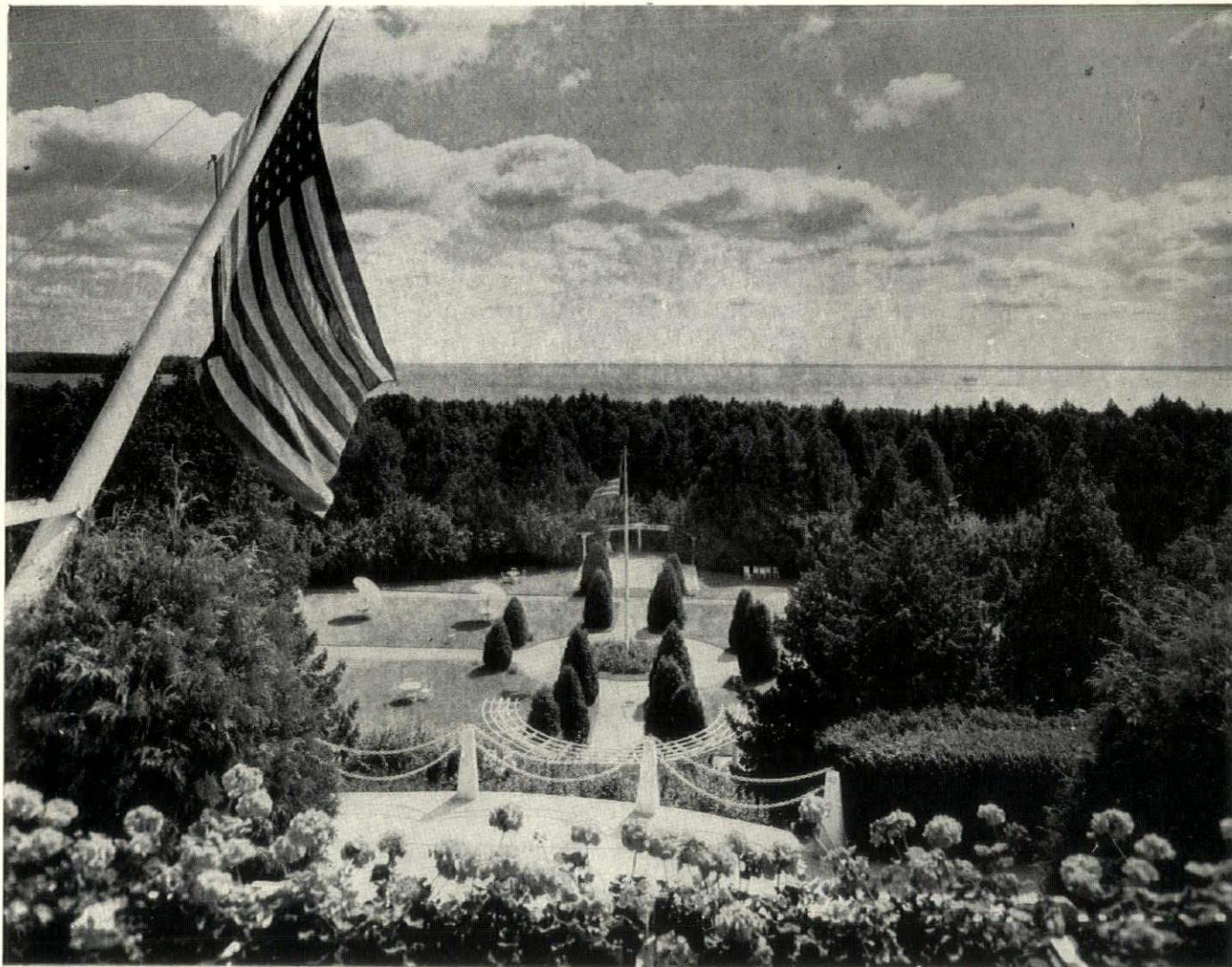
Volume 25

DETROIT, MICHIGAN, JULY 25, 1950

No. 30

## SEVENTH ANNUAL MID-SUMMER CONFERENCE

*The Grand Hotel, Mackinac Island, August 3, 4, 5, & 6, 1950*





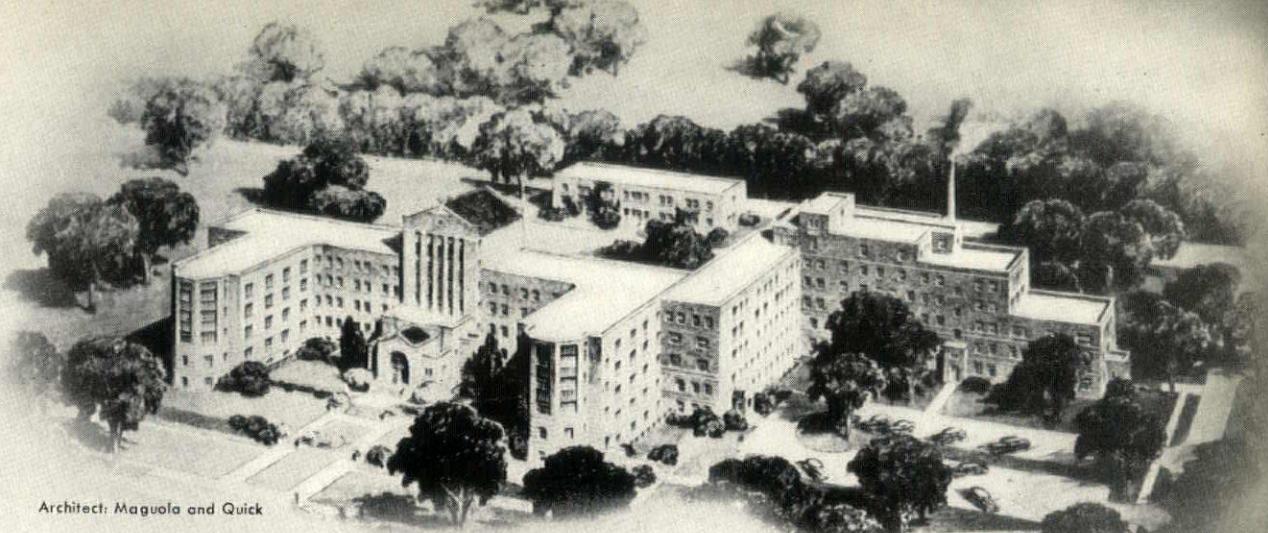
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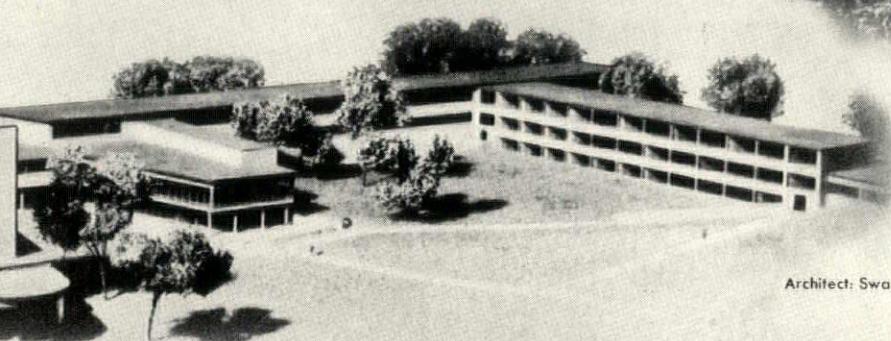
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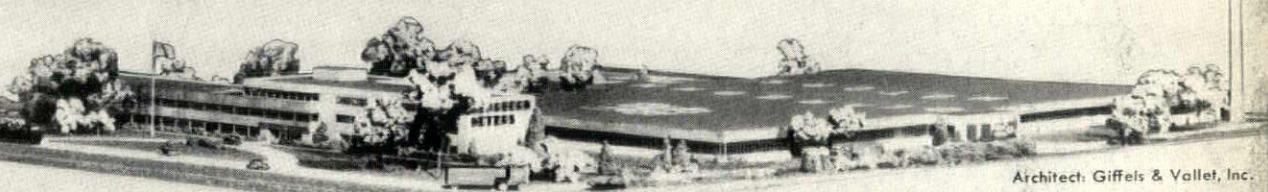
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# SEVENTH ANNUAL MIDSUMMER CONFERENCE GRAND HOTEL, MACKINAC ISLAND, AUGUST 3-6

This year's summer meeting at The Grand Hotel certainly will be no exception to the established rule of becoming better each year. The reason probably is that if one goes once he always wants to go again, and each year there are new recruits.

As Roger Allen says, when one is at an American Plan hotel he spends about three quarters of his time in the dining room trying to catch even in and about the Hotel and on the Island. There will be business too, as you can see from the program, though not too much of it. The pattern will follow closely last year's program, which was so successful. The square dance was inaugurated by President and Mrs. Alden Dow and it proved to be one of the most delightful affairs of the Conference.

The open Board meeting, first on the program, will afford an opportunity for members to see their Board in action and to enter into its deliberations. Reports will be heard from the three main committees, John C. Thornton for the Administrative Committee, Charles B. McGraw for Public and Professional Relations, and Ralph W. Hammett for Education and Research Committee.

The Society is most fortunate in having as guest of honor to deliver the principal address of the Conference at the Banquet Friday evening, The Honorable Prentiss M. Brown, former Senator from Michigan and now Chairman of the Board of The Detroit Edison Company. He will speak about the Mackinac Bridge Authority, of which he has just been named Chairman. The locale and interest to our members make this most appropriate. Senator Brown is a frequent visitor to the Island, sometimes living on his yacht, at other times at The Grand Hotel.

Bill Portland, Chairman of the Producers' Council Program Committee is planning an informative program on New Materials and Products in the Building Industry.

The session on new developments in plastics, being arranged by President Dow, with speakers from the Dow Chemical Company, is bound to be a headline performance. This alone should be worth the trip to Mackinac.

Any among us who has not enjoyed the President's Reception and cocktail party sponsored by Messrs. Gardner Martin and C. J. Kirchgessner?

Transportation is good from the Detroit area. There are four Greyhound buses daily, taking about nine hours in travel. New York Central operates a sleeper service, on air conditioned trains with bed rooms, berths, etc.

If you can spare a week, there is the D & C steamer, leaving Detroit on Monday morning and arriving back in Detroit on Monday.

Chicago, Duluth & Georgian Bay Transit Co. has a sailing from Detroit Thursday afternoon, arriving at the Island Friday afternoon. Returning, it

leaves the Island Sunday morning and arrives Detroit Tuesday afternoon.

Of course, most people will be driving, from all parts of the state, as well as from beyond. We always expect to see our good friends from Indiana, Mr. and Mrs. Ray Kastendieck and Mr. and Mrs. William J. Bachman.

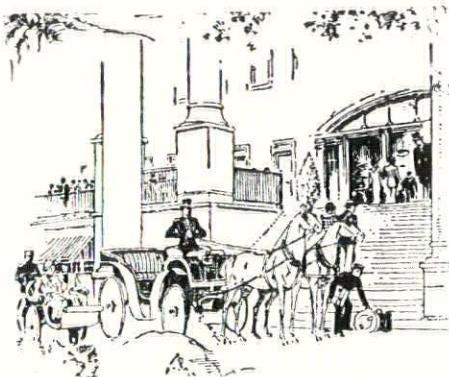
When the Conference first began there were about fifty in attendance. This has increased each year until the last one drew about two hundred. So, if you don't act early enough, don't say we didn't warn you.

The Hotel in itself is the show place of Michigan. The management has kept abreast of the times by remodeling it, and yet keeping the character imparted to it by our beloved member, the late George D. Mason. The Society should place a tablet in the Hotel in his honor.

The Grand Hotel is host to many distinguished groups. On this occasion, there will be present officers of the Council of State Governments, preparing for the meeting of that group, which follows our own.

The Island and the Hotel are rich in historic lore, some of which is fictional. Not all of it, however, was of ancient days. Much drama is being enacted in our time and is very real. For instance, the story of the "\$32,000,000 Barber Shop" in this issue, by Mr. W. S. Woodfill, President of the Hotel.

Those who regularly attend these Conferences are just as much impressed each year with the quaint and historic interest as they were on their first visit.



## GRAND HOTEL, MACKINAC ISLAND—RESERVATION REQUEST

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A.M. Name \_\_\_\_\_

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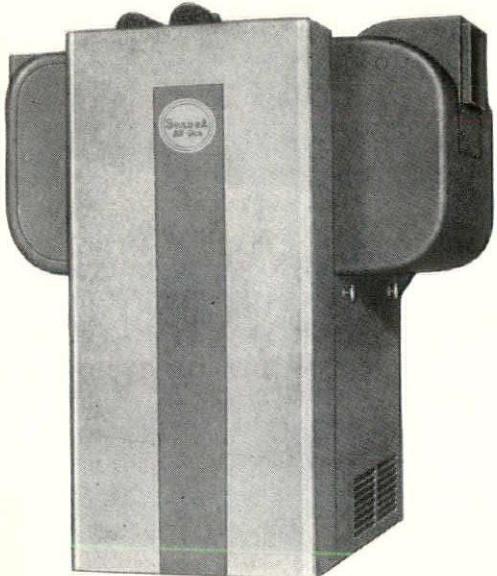
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# — P R O G R A M —

## MICHIGAN SOCIETY OF ARCHITECTS 7TH ANNUAL MIDSUMMER MEETING

THE GRAND HOTEL, MACKINAC ISLAND

August 3, 4, 5 and 6, 1950

### THURSDAY, AUGUST 3

**9:00 A.M.—4:30 P.M.**  
 Arrival of members and guests  
**4:00 P.M.—Meeting of Board of Directors**  
 President Alden B. Dow presiding  
 Reports of Committee Chairmen;  
 John C. Thornton, Administration  
 Charles B. McGrew, Public and Professional Relations  
 Ralph W. Hammett, Education and Research  
**6:00 P.M.—Pre-Conference Reception, President Dow's Suite**  
**7:00 P.M.—Dinner—Main Dining Room—(All meals American Plan)**  
**9:00 P.M.—On your own, with old friends and new**

### FRIDAY, AUGUST 4

**8:30 A.M.—Breakfast—Main Dining Room**  
**10:00 A.M.—Business Session—Club Room**  
 President Alden B. Dow presiding  
 Welcome to Mackinac Island—Conference Chairman  
 Peter Vander Laan  
 Greetings: Kenneth C. Black, Past Regional Director,  
 Great Lakes District, A.I.A.; John N. Richards, New-  
 ly elected Regional Director, Great Lakes District,  
 A.I.A.; Clair W. Ditchy, National Secretary, The  
 A.I.A., Don Leonard, Michigan State Police, "Civ-  
 ilian Defense in Michigan"  
 Report of the Board, by The President  
 Report of Committees  
 Report on the Society's 37th Annual Convention to be  
 held at Hotel Statler, Detroit, March 7-10, 1951  
 Report on Soo Locks Centennial Celebration for 1955  
 Carl G. Sedan, Secretary of the Commission  
 Report on the Basic Code—2nd Vice President Ralph  
 W. Hammett; Joseph P. Wolff, Commissioner, De-  
 partment of Buildings and Safety Engineering,  
 City of Detroit  
 Discussion

**12:30 P.M.—Luncheon—Main Dining Room**  
**2:00 P.M.—Business Session—Club Room**  
 President Alden B. Dow presiding  
 First Vice-President Arthur J. Zimmermann, Moderator  
 "New Developments in the Field of Plastics"  
 Sponsored by the Dow Chemical Company  
 Speakers:  
 Robert Tucker  
 Earl Kropcott  
 Discussion

**4:00 P.M.—Open for recreational activities**  
**6:00 P.M.—Cocktail Hour**  
**7:00 P.M.—Banquet of the 7th Annual Mid-Summer Conference —**  
 Terrace Room (evening dress optional)  
 Toastmaster: Harvey Campbell, Executive Vice-President,  
 Detroit Board of Commerce  
 Speaker: The Honorable Prentiss M. Brown, Chairman  
 of the Board, The Detroit Edison Company; Chair-  
 man of the Mackinac Bridge Authority  
 Subject: "The Mackinac Bridge Authority"  
**10:30 P.M.—Dancing—Terrace Room**

### SATURDAY, AUGUST 5

**8:30 A.M.—Breakfast—Main Dining Room**  
**10:00 A.M.—Business Session—Club Room**  
 Second Vice-President Ralph W. Hammett presiding  
 Louis T. Ollesheimer, President of the Producers' Council,  
 Inc., Michigan Chapter, Moderator  
 Speakers  
 Discussion  
 Adjournment  
**12:30 P.M.—Luncheon—Main Dining Room**  
**3:00 P.M.—Open for recreational activities**  
**5:00 P.M.—President's Reception—Club Room (evening dress**  
 optional)  
 Hosts—Messrs. C. J. Kirchgessner and J. Gardner  
 Martin of the Portland Cement Association  
**7:00 P.M.—Dinner—Main Dining Room**  
**9:30 P.M.—Square Dance of the 7th Annual Mid-Summer Confer-  
 ence—Casino**  
 Alden and Vada Dow directing

### SUNDAY, AUGUST 6

Departures

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# The Grand Hotel's "\$32,000,000 Barber Shop"

*Mr. Walter P. Murphy, a bachelor, who maintained his residence in Lake Forest, Ill. and his offices in Chicago, was a manufacturer and dealer in railway supplies. He developed several engineering devices which became standard equipment for railroad cars.*

*But let Mr. W. S. Woodfill tell the story in his own words:*

It was Mr. Murphy's custom to come to Mackinac nearly every summer. He generally had his yacht here in the harbor and spent some time in the Hotel, and other times came by rail and stayed with us. In this manner I came to know him rather well over the years.

Mr. Murphy came to this country as an Irish immigrant, or of modest Irish parentage, and settled in New York City. There he became the private secretary of the late "Diamond Jim Brady"—(James Buchanan Brady).

Mr. Brady was of course the greatest of all railroad supply salesmen. As time went on, Mr. Murphy served Mr. Brady in executive capacities, and upon the death of Mr. Brady succeeded to much of his business, as he had developed those contacts in his association with Mr. Brady.

Like Mr. Brady, he was always an especially well-groomed gentleman, but unlike Mr. Brady was never a conspicuous person with his habits of "diamonds".

In the summer of 1939, President Walter Dill Scott of Northwestern University, a friend of mine and frequent patron here, phoned me from Chicago to say that the intelligence service of the University had apprised him that at that very time, that day, there was a guest at The Grand Hotel who was trying to come to a decision about the gift of \$25,000,000 to \$35,000,000 to some college or university. President Scott stated that he had no clue to go on other than that. He explained however, that two of the trustees of the University happened to be at the Hotel at that time to his knowledge and he urged that I confer with them, and that we examine the Hotel registrations carefully and see if we might be able to determine who the guest might be that was struggling to give away all of this money. President Scott was hopeful that if we could come upon the guest and identify him, that the two trustees, Mr. George McKinlock and Mr. John C. Shafer, and myself, might prevail on the gentleman to give his funds to Northwestern University.

Together with the two trustees, I searched the list of registered guests and we singled out a few persons whom we felt could well be suspected of such wealth and desire. However, investigation of a tactful nature with each of these guests revealed no indication that we had the right man in mind. I recall who some of them were that I explored this with, but as they are all living, I should not like to reveal their names.

It never occurred to me to think of Mr. Murphy, who was living in the

However, it is not likely that what I had to say made much difference to him. I was, of course, intently eager to hang upon all that he might say and remember him vividly, as we completed our little visit, when we both left the barber shop, stating that he had come to his decision then, that his money would go to Northwestern.

Some few days later a check for \$7,000,000 was offered Northwestern University by Mr. Murphy, and accepted by the University, and seemingly certain promises made at that time about the additional funds which would go to the University upon his death. He died some few years after that, and by his will he gave the school an additional \$25,000,000.

It was one of those intriguing situations which comes so frequently to the life of an inn-keeper, especially a place like this. Two years ago as I sat in the barber shop again being attended, the memory of this incident was strong with me and I felt that something should be done to commemorate the incident. Accordingly, I arranged for the barber shop to be newly decorated in a splendid fashion, but to retain the same barber chairs because of this historic incident, and to erect a hand-illuminated plaque on the wall near the chair where Mr. Murphy sat, that it might always be well remembered.

The plaque was prepared for me under the direction of our architect, who is one of your valued members, namely Mr. Warren L. Rindge of Grand Rapids. The plaque reads as follows:

While sitting in this barber chair on August 19, 1939, Mr. Walter P. Murphy made the decision to give \$32,000,000 for the founding of the Technological Institute of Northwestern University.

Mr. Rindge might give you more technical details of the plaque, as to how it is made. It is not, however, an expensive affair, simply hand-illuminated lettering on parchment board, framed under glass.

I can not apprise you with any authority as to what we spent on doing over the barber shop. I do however recall that I was very particular about it. I caused the four walls to be entirely rebuilt, to get them quite plumb, and the ceiling and floor likewise to be replaced. I also recall that the ceiling had to be done over two or three times to suit me, to get it exactly level, for I was insistent that the room reach a state of perfection befitting the memory of this great man.

I was much devoted to Mr. Murphy, a quiet, modest gentleman. I never knew him to ever ask for anything, or complain about anything, nor was he one to make character with people by pretense of any sort. Small wonder that even his intimates in Chicago were surprised when upon his death they learned of his vast wealth.



W. S. WOODFILL

Hotel at the time. He was not considered a man of such great wealth.

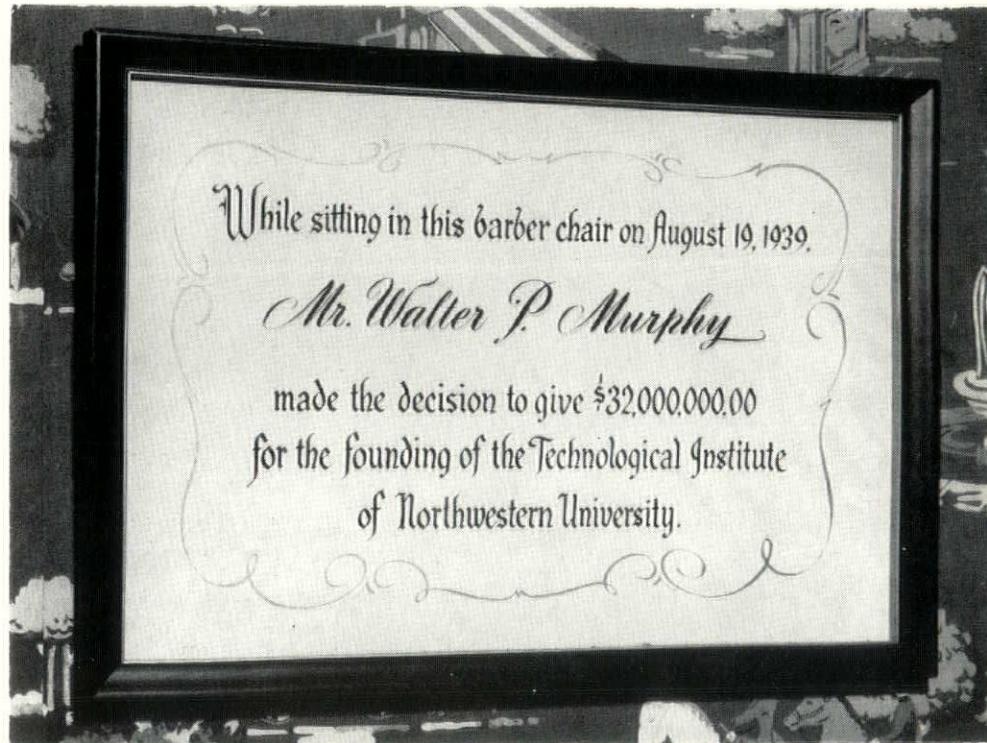
Some few days later, a barber was attending me in the Hotel barber shop, and Mr. Murphy came into the shop and was attended by the barber at the adjacent barber chair. We fell into conversation. No others were in the barber shop. How the conversation got around to the subject I can not recall, but it did, and I became very much interested when he commented that he was working on a problem while my guest, trying to consider to what school he might give some money. Naturally I then knew this was the man that we had been seeking.

He discussed some of the matters that especially interested him in approaching a gift to a school. He wanted a mid-western school among other things. He had pretty well resolved his decision to two schools, either Chicago University or Northwestern University. I have had no connection with either school, other than my friendship with President Scott and some of his trustees over the years. Because of this, and because of being among the conspirators searching for the identification of such a man in the Hotel, I presume my conversation with Mr. Murphy leaned in favor of Northwestern University.

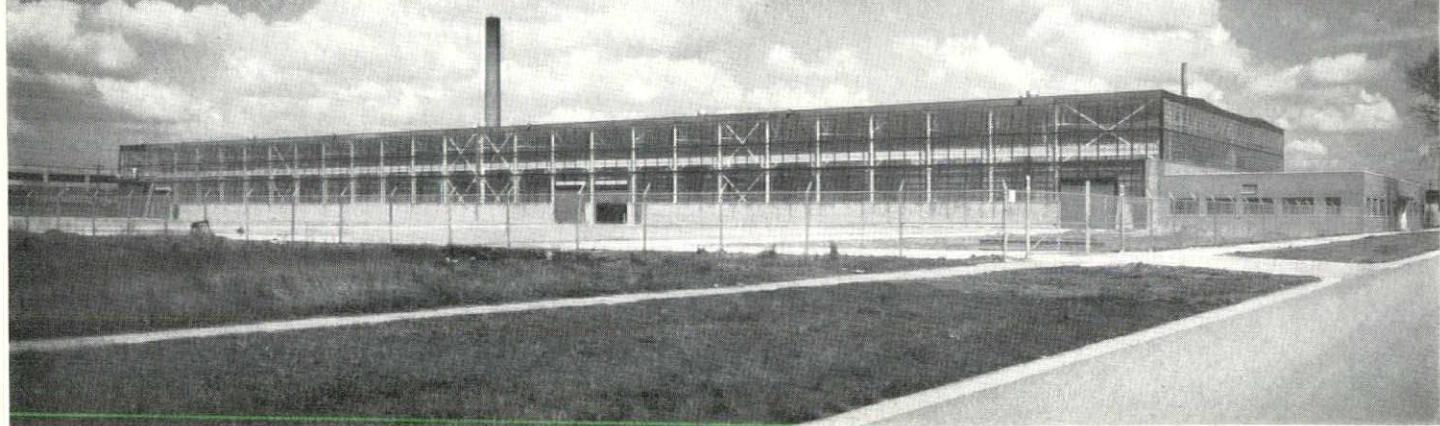


The "\$32,000,000 Barber Shop" at The Grand Hotel was designed by Warner L. Rindge, A.I.A., of Grand Rapids, as was the plaque, which can be seen on the wall at left above.

A close-up of the plaque is shown at right.



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# Speaker



**PRENTISS MARSH BROWN**, Chairman of the Board of Directors of The Detroit Edison Company, was born in St. Ignace, Michigan on June 18, 1889.

He graduated from Albion College with the degree of A.B. in 1911, LL.D. in 1939. He attended the University of Illinois in 1911 and 1912.

Mr. Brown was admitted to the Michigan Bar in 1914, following which he practiced in St. Ignace, was City Attorney, 1914-33; Prosecuting Attorney of Mackinac County, 1914-26. He was a member of the 73rd and 74th Congress of the United States, representing the 11th Michigan District, 1933-37. His appointment to the United States Senate to fill the unexpired term of the late James Couzens, in 1936, was followed by his election for the term, 1937-43. During 1943 he was Administrator, Office of Price Administration.

Since 1943 he has been a member of the law firm of Brown, Fenlon, Lund and Babcock, of Detroit and Washington, D.C.

He is President of the First National Bank of St. Ignace; Arnold Transportation Co.; Essex County Light and Power Co.; Peninsular Electric Light Co.; Washtenaw Light and Power Co.; and Vice-President: Detroit Edison Illuminating Co.; St. Clair Edison Co.; Union Terminal Piers; Paulding Sugar Co.

Frataternities: Delta Tau Delta, Delta Sigma Rho, Phi Beta Kappa.

Clubs: Recess (New York), Detroit Athletic Club, Detroit Yacht Club, Country Club, Detroit.

# Toastmaster



**HARVEY CAMPBELL** is Executive Vice-President of the Detroit Board of Commerce, is an Honorary Alumnus of Detroit Central High School and the University of Michigan. His connections have included Detroit Photo Engraving Company (1905-15); Apel-Campbell Company, Advertising Designers, (1915-19); President, Campbell, Trump & Company, Advertising Agents (1919-23), and Detroit Board of Commerce since 1922. He is a Director of Evans Products Company; H.A. McDonald Creamery Company, Ryerson & Haynes, Inc., and Friends of The Land; a member of Detroit Athletic Club (President, 1948); Boy's Club of Detroit (Director); Detroit Chapter, American Red Cross (Director); Palestine Lodge, F. & A. M.; Aerocraft Club of Detroit (President 1919-20); The Players (President 1918-19); Detroit Club, Recess Club, and St. Andrews Society.

He originated the plan for National Air Tour for Edsel B. Ford Trophy, and subsequent tours created more landing fields than any other event ever conceived.

He served as Treasurer, Executive Committee, Detroit Metropolitan Area Regional Planning Commission; Trustee, Civic Light Opera Association; Director, Michigan Heart Association; Member, Mayor's Charter Study Committee; Chairman, Subcommittee on Finances and Taxation, Title VI. He is an Honorary Member of Wayne County Medical Association, Windsor Regiment, and Supervisors Forum of Detroit.

# President



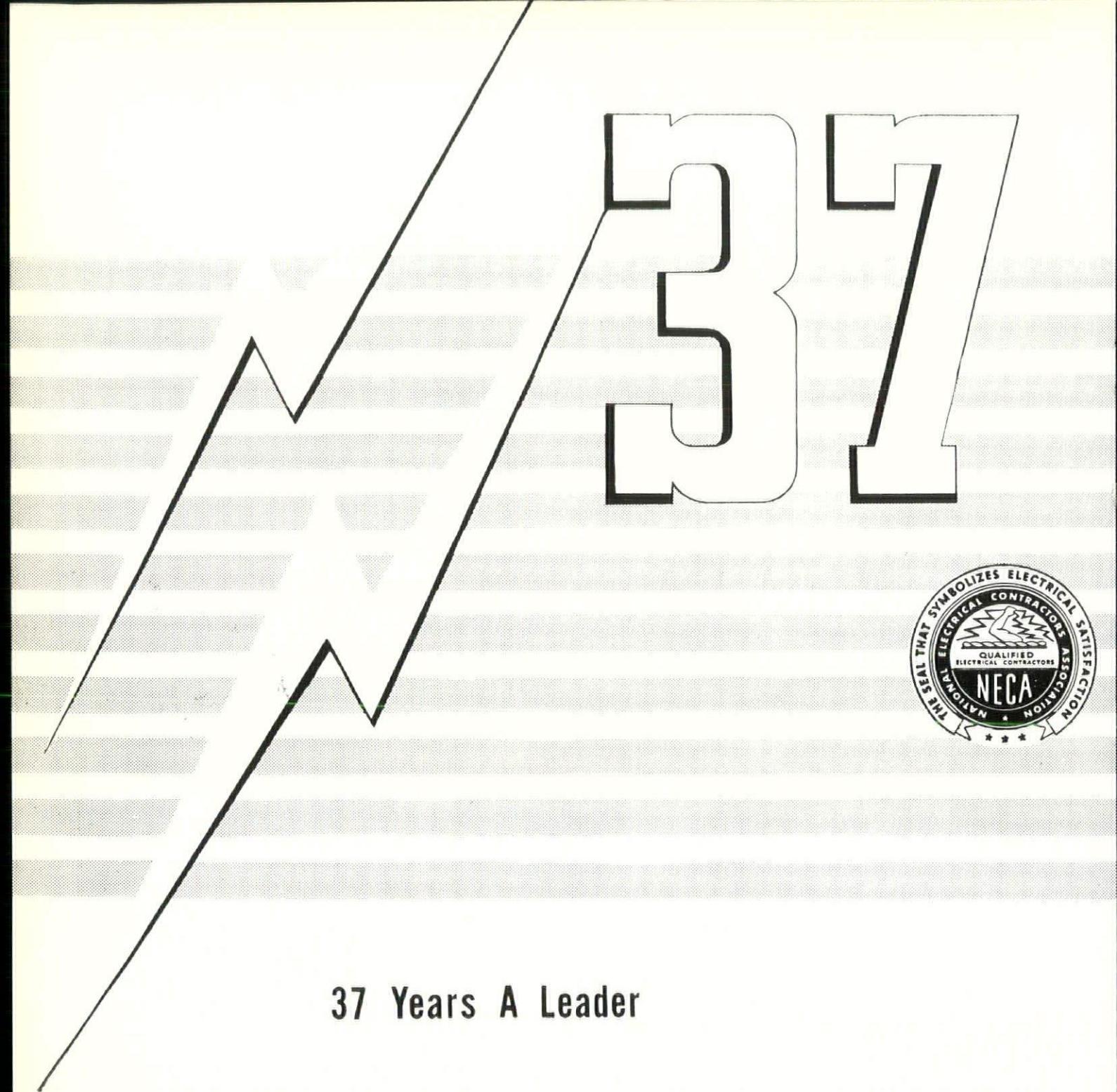
**ALDEN B. DOW**, President of the Michigan Society of Architects, was born in Midland and there he received his early education. He later attended the University of Michigan, and graduated from Columbia University's School of Architecture. He traveled and studied in Europe and the Far East, then with Frank Lloyd Wright at Taliesin, Wisconsin.

His early experience was gained in the offices of Frantz & Spence, of Saginaw. He entered his own practice in Midland in 1933. In 1937 he was awarded the Grand Prix in Residential Architecture at the Paris International Exposition. He has served on the Planning Commission of Midland, Michigan Housing Study Commission, as Director of the Midland Federal Savings & Loan Association, and Director of Midland Country Club.

Since becoming a member of The American Institute of Architects in 1938, Alden has made distinct contributions to architectural organization in this state and in the nation. He served as President of the Saginaw Valley Chapter, A.I.A., after being one of its organizers. He has given great prestige to the Michigan Society of Architects, in which he is now serving his second term as President.

His writing has been published widely in the architectural press and he has lectured to many groups throughout the nation.

His hobby is photography, and he has produced many fine colored movies.



37



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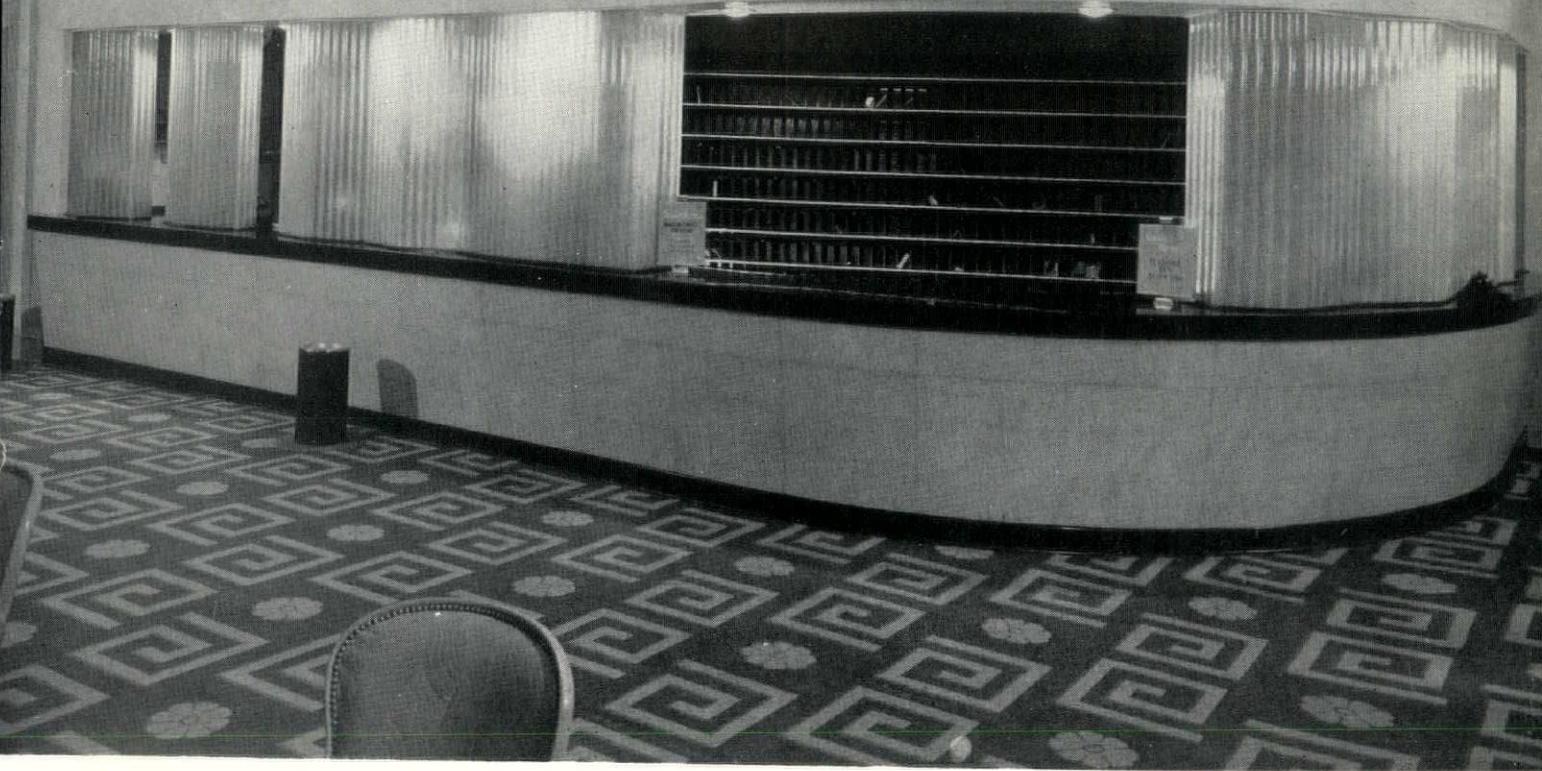
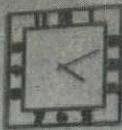
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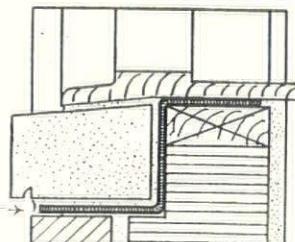
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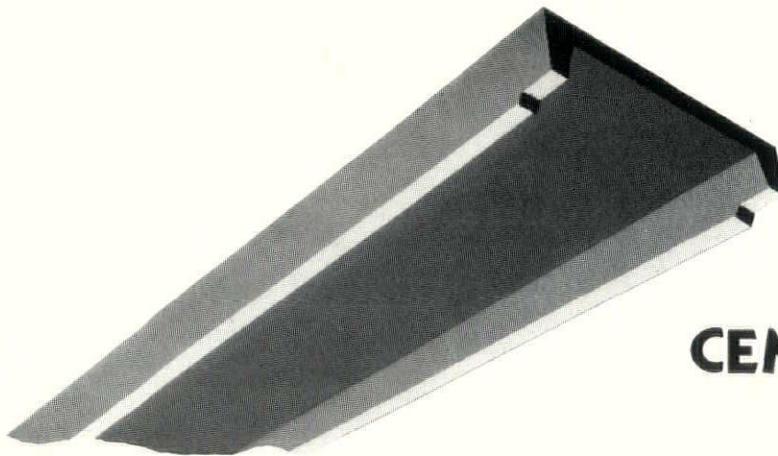
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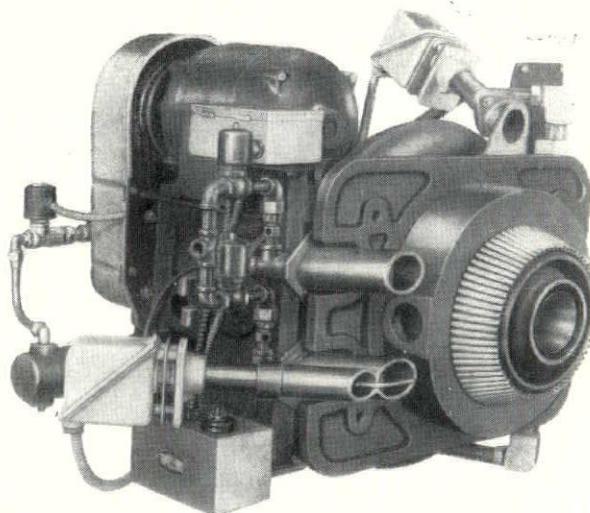


*Like the Hotel's front porch, the long, open effect of the interior lobby floor is a Robert Ripley, "Believe it or not."*

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# You Will Like It At The Grand Hotel

By Roger Allen

As of the first week in August, the principal imports of Mackinac Island are architects.

The principal exports are boxes of fudge.

I do not quite see the connection, but no doubt there is one. But you too can come to beautiful Mackinac Island for the Midsummer Conference of the Michigan Society of Architects and help to swell the exports. The exports in turn will help to swell you. If I were to eat all the Mackinac Island fudge I wished to, I would weigh at least 300 pounds and my pants wouldn't fit.

Naturally there are other attractions, too. The front porch of The Grand Hotel is 808 feet long. The back porch is 0 feet long. That makes an average, for front and back porches, of 404 feet. I worked this out with my son-in-law's slide rule, which was pretty battered up. He used it while attending the University of Michigan, and the apartment he lived in was so small every time he used his slide rule he punched holes in the partition.

Mackinac Island is quite a number of feet above sea level. This is fortunate, on account of if it was below sea level the only way you could get up and down the 808 foot front porch would be with an outboard motor. The Island has a number of beautiful scenic attractions, most of which hang around the swimming pool. Nature is quite wonderful up there and a tour around the Island in a horse-drawn barouche (this is no relation to Bernard Baruch) is quite an experience as you will not only see some beautiful sights but will hear an interesting monolog from the pilot of the barouche. A monolog is when one man is talking; when two women are talking, it's a catalog.

You can also go to the business meetings of the Society if you wish to be unusual. This news will come as a complete shock to many members, who are of the opinion that the meetings are solely for vice-presidents of the Society for Not Calling Sleeping Car Porters George, Especially When Their Name Is Elmer.

This is a mistake.

Architects are cordially welcome to the business meetings. In fact, there is an unsubstantiated rumor that this is what the whole thing is about. Idle talk like this is responsible for many grave errors.

It will do no particular good to tell

me you are too busy to go up to the Island. For an architect, life is divided into two phases, which we will call Phase 1 and Phase 2, just to be different. As follows:

Phase 1; When he has so much work he can't afford the time to go anywhere.

Phase 2; When he has so little work he can't afford the money to go anywhere.

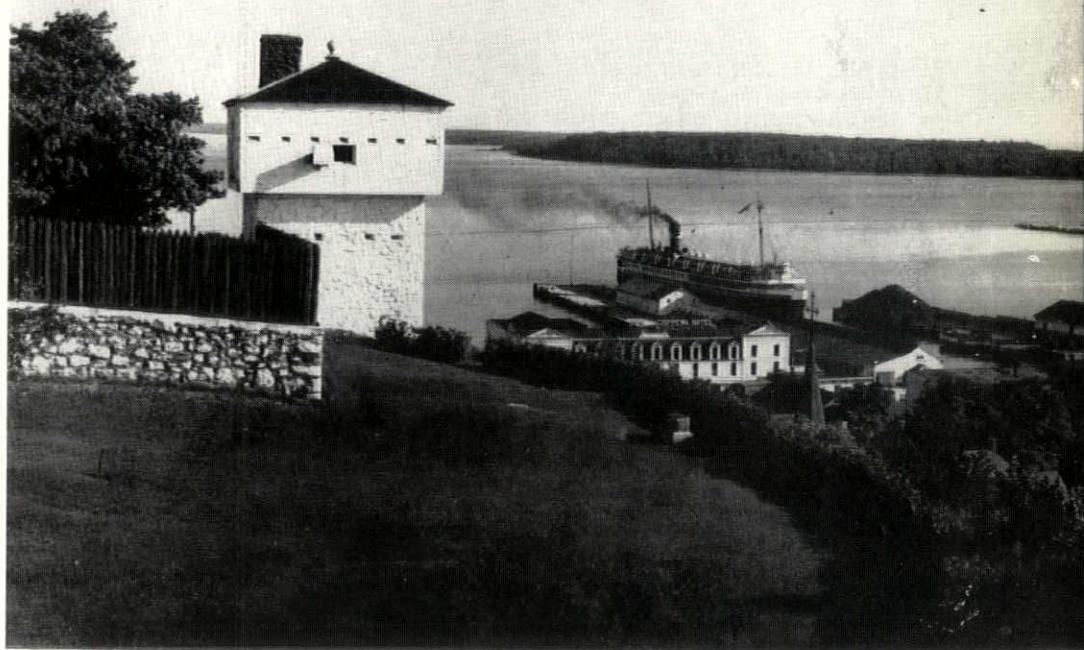
As to my favorite author, Dr. Joseph Montague, remarks in a book called "Nervous Stomach Diseases," "You don't get stomach ulcers from what you eat; you get ulcers from what's eating you."

I do not read "Nervous Stomach Diseases" because I have any; I have



been on a diet so long about the only stomach ailment I am liable to is malnutrition.

There are a number of other reasons why you should come up to Mackinac Island the first week-end in August but Uncle Tal will tell them to you, as I have to get some sleep.

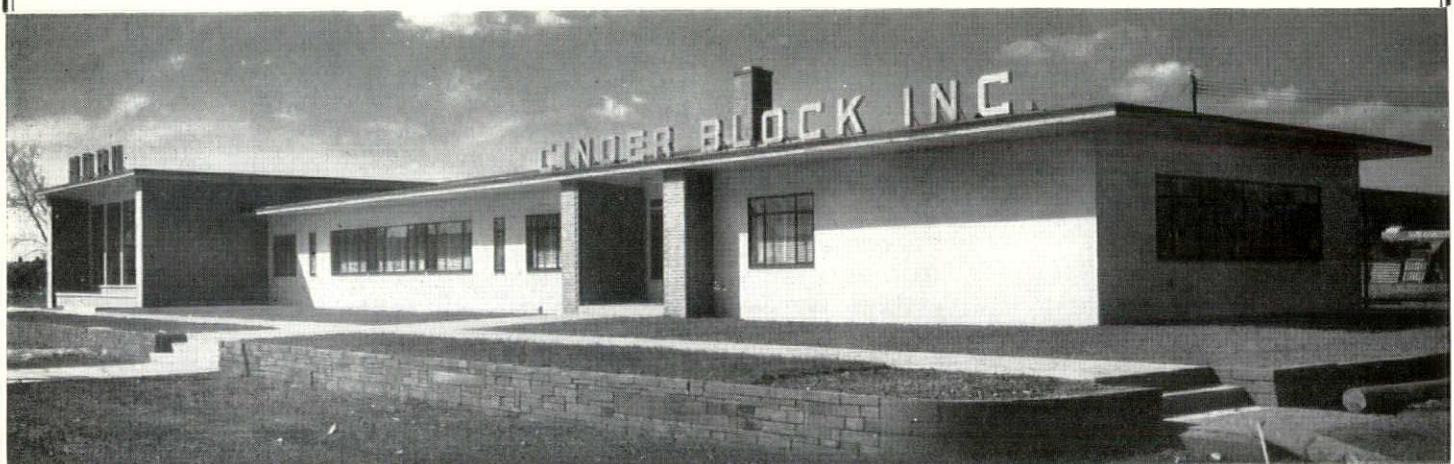


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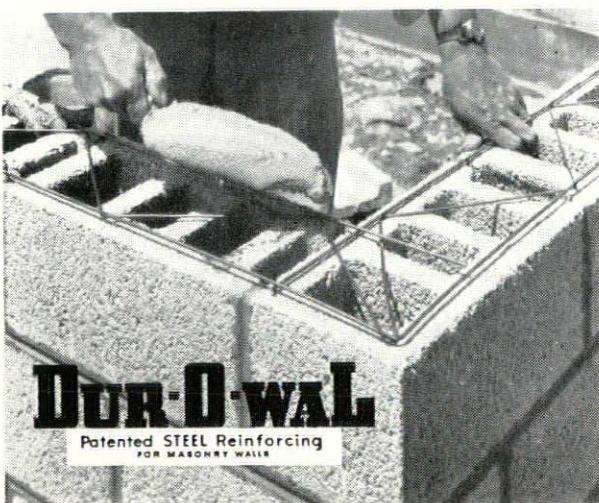
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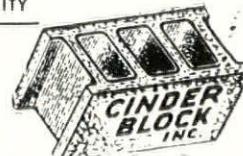
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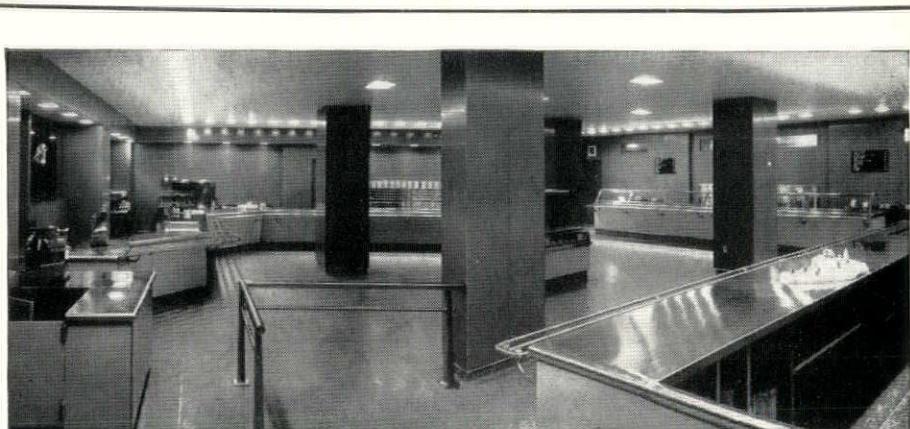
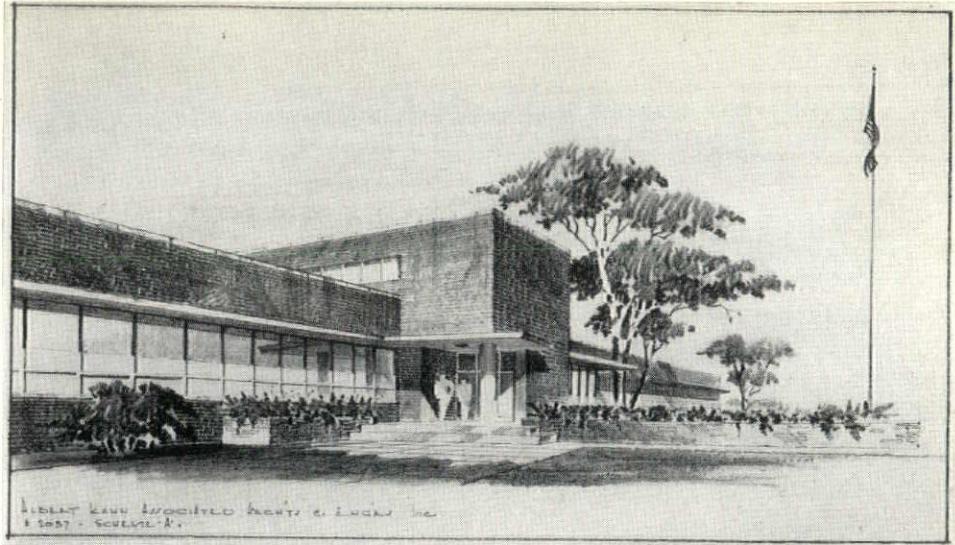
Preliminary site preparation work has been started on a new \$6,500,000 Motor Truck Engineering and Laboratory Building for the International Harvester Company at Fort Wayne, Indiana. The structure will be located on a 25-acre tract of land, directly opposite the Company's existing Motor Truck Plant.

The new building, designed by Albert Kahn Associated Architects and Engineers of Detroit, will provide facilities for the entire Engineering Department of International Harvester's Motor Truck Division and will include an administration section plus four functional sections. The functional sections, which will be separated by open courts, will house engineering and drafting rooms, experimental shops, laboratories for all types of testing and a number of dynamometer test cells for testing of engines, transmissions and rear axles. Also included is a road test area where experimental models of trucks are to be prepared for testing on the adjacent test track or on public highways in the area.

Essentially, a one-story structure of brick construction with structural steel frame, the building will provide approximately 235,000 sq. ft. of floor space. The design includes steel sash and glass, poured gypsum or cement tile roof deck, composition roofing. The interior finish in office and drafting areas will be asphalt tile floors, metal sash partitions and acoustical tile ceilings while the laboratories and test cells will have quarry tile floors, glazed wainscot and acoustical ceilings. Air conditioning will be provided in the offices and drafting rooms while the remaining portions of the building will be adequately ventilated. Large fan rooms located on the roof will house the extensive ventilating equipment required.

The work will cover the extensive mechanical services required in the laboratory sections including a system for storage and distribution of fuel to the various engine testing cells.

Also included will be concrete roads, black-top parking lots, elevated water storage tank, tank farm for fuel storage, fence work and the necessary services to the site such as storm and sanitary sewers, water, steam, etc.



Cafeteria Union Building Michigan State College

Architect: Ralph Calder, Detroit

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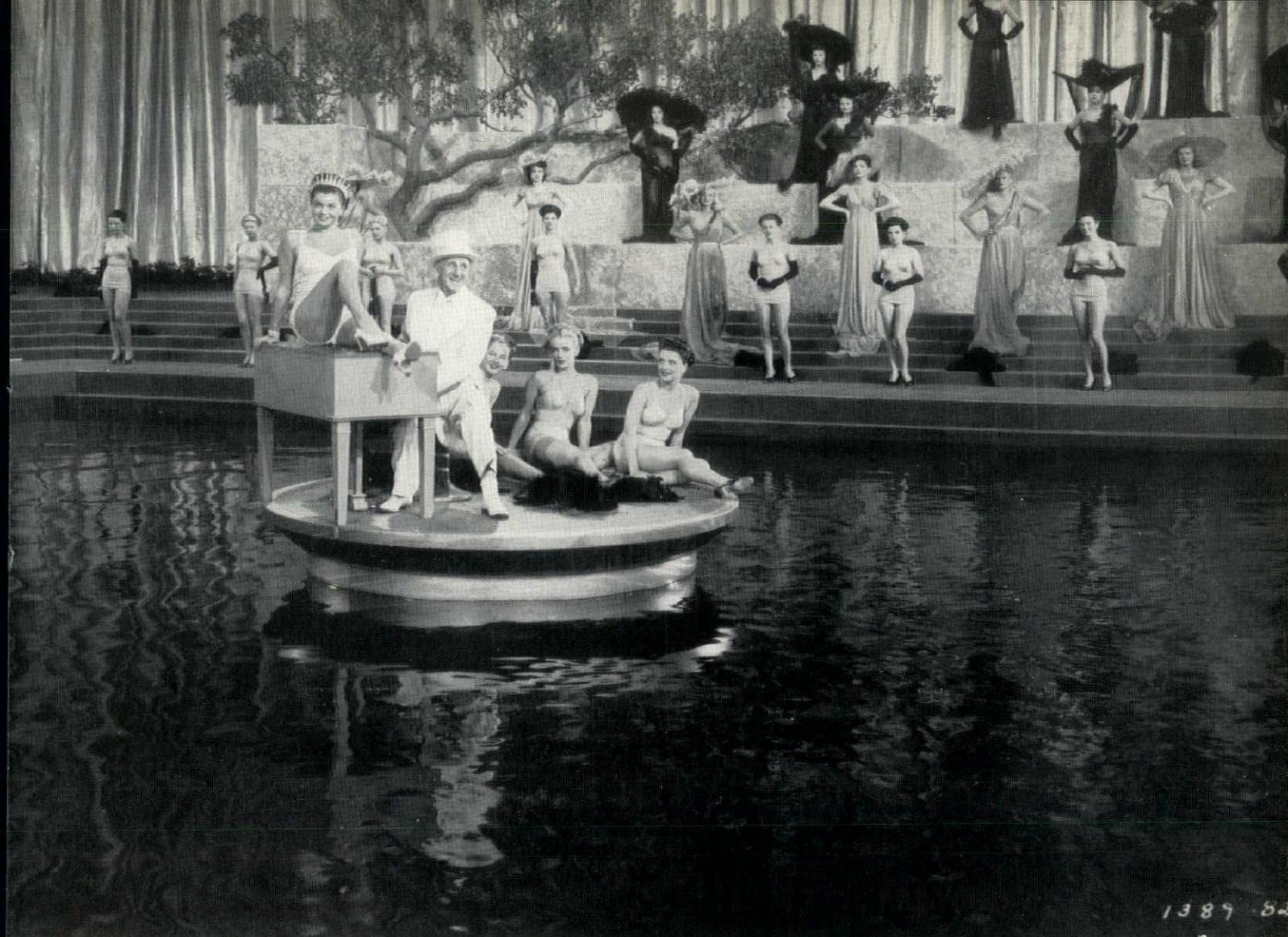
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### *Esther Williams and the Spectacular Aquacade*

Esther Williams, Jimmy Durante and a bevy of comely and shapely swimmers are pictured here in a musical number from *This Time for Keeps*, which featured The Grand Hotel.

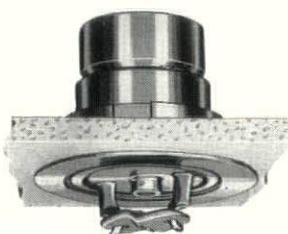
The pool at The Grand Hotel has been renamed for Miss Williams.



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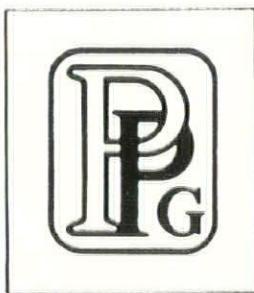


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# Are We Creating a Technological Prison?

BY HAROLD R. SLEEPER

*From The Construction Specifier*

Twenty years ago I wrote an article—a one-act skit entitled "Specifobia"—which was published by the American Architect. Then it represented my feeling as to the complexity of our specifications:

Scene: Any drafting room at 5:10; draftsmen thinking of the "5:15"; Office Boy closing windows and looking busy. Drafting table, front stage. Door to Boss' office, right rear. Filing table with stacks of unfiled magazines, blue prints and catalogues, left rear.

Head Draftsman starts Junior Draftsman to work on detail of radiator enclosure. Office Boy has spread out all drawings required. Draftsman has span-clean paper ready to mutilate. Head Draftsman stops Squad Boss and asks him to look up radiator enclosures in the specification.

The Squad Boss confidently and gingerly turns to Carpentry and thumbs page after page—now not so gingerly, nearly inquiringly—until Carpentry is passed.

"Give me those specifications," says the Head Draftsman, "of course you can't find it in Carpentry. Those are metal enclosures, dumbbell." He looks under Sheet Metal with confidence and superiority. The last page has been examined and a puzzled Head Draftsman says: "Where in God's earth has this specification writer hidden these enclosures? Where is he anyhow?" The Office Boy chirps up, "He's gone home already, sir." "My God, and it's only 5:15. He certainly doesn't believe in wasting any time."

The Big Boss heaves into sight at this and smilingly and in a large way asks the group: "What's this all about? Enclosures of metal? Why, that's under Ornamental Metal, or should be."

By now, several copies of the specification are being torn apart and all turn to Ornamental Metals. Not any inkling or sign of such an item can be found there. All feel much relieved, however, as they feel that the specification writer has just gone and plumb forgotten those enclosures and everybody can stick to his original conception as to where they should be.

"Never mind the specifications," says the Head Draftsman, "we know our radiator enclosures and we'll detail away."

Just then the Office Boy points his black thumb to the last page of our index. RADIATOR ENCLOSURES—Page 116—HEATING.

"What? under Heating?" says the chorus. "Yes," says the Big Boss, "We always place work in the specification of the trade that does it."

"Does What?" says the chorus. "Search me," says the Big Boss.

Sequel: The Office Boy next day asks for a raise and gets fired.

Moral: Let some one else FIND it in the specification.

\* \* \*

As I read it today I realize that those were the days! The search then was limited to four divisions. Today such a search might include "Aluminum," "Metal Cabinets," Miscellaneous Metal" and "Hollow Metal" Divisions. Perhaps you can think of others.

Now we have more materials, more specialties, more technical ability and we are splitting up our document into a great number of Divisions. We have good reasons for using more and more trades: it eases the General Contractor's getting of bids from specialists. It is doubtful if the trend toward more Divisions makes it easier for the writer; it does result in better estimates.

But how far should this process of more Divisions be carried? Carpentry used to be written as one Division. Now we may pull it all apart and write some twelve trades, for instance:

1. Rough Carpentry;
2. Exterior Mill-work;
3. Interior Finished Carpentry;
4. Wood Windows;
5. Wood Doors;
6. Wood Covered Doors;
7. Cabinet Work;
8. Kitchen Cabinets;
9. Wood Stairs;
10. Plastic Finishes;
11. Venetian Blinds;
12. Wood Flooring.

Again, these may not be all the trades that you can think of.

"Metal Works" Division, covering all types, would be never-ending if we started to divide it so that each trade could be let separately to the firm who became the sub-contractor. Today we customarily place in the "Elevator" Division such items as elevator doorways and cabs; in "Plumbing and Heating" such accessories as access doors, trench covers, access pit doors. Many special appliances for equipment of metal, such as folding gates, turnstiles, chutes, mail boxes, lockers, vault doors, etc., may



Harold Sleeper is well known to the Architectural Profession. He was born in Pueblo, Colorado, and is married to Catherine Baker Sleeper. He studied Architecture at Cornell University and later entered New York University for post graduate work in Business and Business Law. Mr. Sleeper served with the Army Expeditionary Forces in France during World War I, as Camouflage Officer, 40th Engineers, serving in the campaigns of Vesle and Argonne. He began his professional career, which covers about 35 years, in the office of Starett and Van Vleck, Architects, in New York City, later being employed in the office of Trowbridge and Ackerman, Architects. Since 1928 he has been an Associate of Frederick L. Ackerman and in addition conducts an individual practice. He is a Registered Architect in New York, Connecticut and Maine. Mr. Sleeper is a lecturer at the New York School of Interior Decoration, at the Architectural School of Columbia University, and at the Columbia University Institute of Arts and Sciences. He has participated in a series of thirty radio and television programs concerned with Home Building. Mr. Sleeper is an Architectural writer of note, having published articles in the American Architect, Architectural Record, Architectural Forum, House Beautiful, Good Housekeeping, Better Homes and Gardens, and the New York State Association Magazine. He is the co-author of "Architectural Graphic Standards," the author of "Architectural Specifications," "Guide to Standard Specifications for Government Building," "Realistic Approach to Private Investment in Building," and a co-author with Catherine Sleeper of "The House for You—To Build, Buy or Rent." Mr. Sleeper is a Fellow of The American Institute of Architects, and Past-President of the New York Chapter. He is an Advisory Counselor of The Construction Specifications Institute, currently President of The Architectural League of New York.

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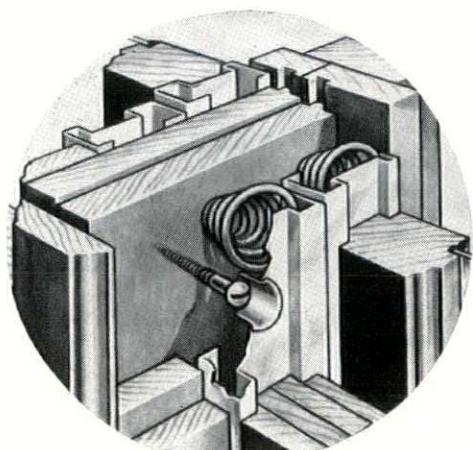


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have their separate Divisions.

Metal doors, for example, may be split up into (1) Metal Covered Wood; (2) Hollow Metal; (3) Revolving Doors; (4) Metal Clad Doors; (5) Roll-up Doors; (6) Hangar Doors; (7) Garage Doors; (8) Casement Doors; to mention a few that come to mind.

Not long ago I saw that specifications for a large building, for all the metal work, included just two metal Divisions—"Miscellaneous Metals" and "Ornamental Metals." Every metal trade was developed in these and the contractor evidently did his own sorting and rewriting before letting the several sub-contracts.

It is high time that we decide just how far we should go to segregate items into Divisions which may be let without much work on the part of the contractor.

To my mind, if we accept it as our job to go as far as possible toward this goal, we then must accept the fact that the scope of each trade must be in detail rather than in generalities. A list showing type and scope will enable the user to find an item by glancing through the "Scope" of the several possible Divisions.

One other possible aid is to introduce a "Metal Materials Division" which will serve the Metals Division as the now accepted Masonry Materials Division does the many masonry Divisions. Such a Division could include shop work, connections, and would save many repetitive clauses.

Again, let's see where we have come from in our development of specifications.

I have before me a specification for a Custom House designed by Robert Mills in November, 1835—just 114 years ago. It was divided into the following Divisions:

1. General Dimensions of Building, etc.
2. Mason, Bricklayer and Stone Cutter.
3. Carpenter.
4. Plumber.
5. Iron Founder, Iron Monger and Blacksmith.
6. Plasterer.
7. Painter & Glazier.

The total verbiage for these seven Divisions for a Custom House takes three to four typewritten pages, in spite of the fact that quite a few measurements were included in this specification, such as: "thickness of arch of floor paving, 12 inches. Thickness of footing of external walls, 2½ feet. Thickness of out walls of cellar up to water table, 2.3 feet," etc.—all in Division 1, "General Dimensions of Building, etc., the one Division which we are now able to skip.

Under "Mason, Bricklayer & Stonemason" Division appears: "Erect a privy where required on the lot to contain 6 seats."

Under "Carpentry" this adjunct is further specified: "Finish the brick privy with a flat pitched roof proposed to be covered with zinc, and form six

seats within, with private doors of convenience shown from a general passage and small windows to each seat."

This must have been a plush job, as under "Plasterer" appears: "The privy walls and ceilings to be plastered with two coats."

Notice that this form is nearly as short as our present streamlined specification.

Of course these specifications could be short, as they have the cure-all formula repeated frequently: "All the above work and whatever other work of the same nature necessary to complete the building according to plans and not hereinto particularly specified, to be done in the best and most workmanlike manner agreeably to the design of Robert Mills, Architect, hereunto annexed and signed by him; and with the best and most substantial materials," etc.

To the credit of the modern architect, we now seldom fall back on the cure-all phrases, but we pay for our action by writing longer and more realistic documents—often too long. But we know how to cure that.

Many architects are veering toward the short, streamlined or brief method of writing specifications. Those who are willing to try it are soon convinced that this form is superior in every respect.

In teaching specification writing, I have found that the response from students is encouraging and heartening, the only sad note being that the offices in which they work will not always permit them to deviate from the wordy, bulky, old style manuscript. In my experience, no student after seeing and reading the old and new way of specification writing has any hesitation concerning his choice.

Do we have to wait for these present students to become bosses before the obvious change becomes common practice?

The complexity of modern building is one thing we can't avoid but we can overcome our inheritance of verbosity and repetitive meaningless words and phrases. Our prison bonds will loosen if we take at least this first step out of bondage. The next steps are not so simple.

Shortening specifications by omitting words and phrases, excellent as a start, is not the fundamental approach needed to prevent us from being dragged down into the morass of technicalities and complexities.

Fortunately I have had an opportunity to work in many other offices besides my own. But I found only one office where the whole problem of integration of the documents had been hashed over and a policy adopted. A real analysis of the overall picture of drawings-specifications might awaken some offices to a change in thinking habits and to a new policy.

Let's approach this consideration from the obvious tenets generally accepted:

- (1) What can best be said in writing

—place in specification.

(2) What can best be shown on drawings—place on drawings.

(3) Don't write what is shown, and don't show what is written. Perhaps we should add—

(4) Don't repeat the same thing twice in the specification.

This Golden Rule won't do much for your office unless someone who has real knowledge of both drawings and specifications also has the authority and time to implement its adoption. Neither will it be carried out if the drawings are practically finished before the specifications are tackled. In the latter case tenets (1) and (2) will be breached because few draftsmen really know what they can leave to the specifications. Tenet (3), under similar conditions, is likely to include in the specifications too much of what is shown on drawings simply because the specification writer wants to include everything he feels is in the province of his work.

Tenet (4) "Don't repeat the same thing twice in the specification" is being breached, I have noticed, by our stout advocates of streamlining. They still continue to repeat in each Division certain articles of General Conditions—yes, even to the clause explaining the streamline form!

Logically, what excuse is there for repeating certain such articles? Do we mean to place a greater importance on certain items? Do we repeat because we are accustomed to doing it? Do we fear that the General Conditions will not be read? I, too, plead guilty and I can't find any alibi except perhaps lack of courage.

Those independent enough to use the short form specifications should also be logical enough to forego the temptation to repeat clauses of the General Conditions. I am hoping some readers of the Specifier will back me up.

If you have accepted the four tenets, then you can proceed to develop a policy for your office to correlate the drawings-specifications to eliminate the matter of chance as to how they work together.

Approached from the viewpoints of your type of work, your personnel and your methods of working, such a policy should save your office time and money. A policy might be based on answers to questions like the following:

- (1) Small Scale Drawings:

Plans: (a) How far is hatching to indicate materials to be followed? (This practice is often a very serious time-leak in many offices).

(b) How are doors to be indicated? Are they to be numbered—saddles, sizes, etc.?

(c) How are windows to be indicated—numbered, dimensioned, typed?

(d) What notes are to go on plans? Which notes are to be omitted?

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(a) How far is hatching to indicate materials to be followed?  
 (b) How are windows to be indicated—numbered, typed?

(2) When and Where are Schedules to be Used?

Will they be on drawings or in specifications? Interior Finishes? Doors? Windows? Hardware? Bucks & Frames? Glazing? These Schedules tie up closely with questions asked in (1) above.

Decisions for (1) and (2) may be made as a policy, but someone in the organization should be charged with making exceptions for projects when needed.

(3) Details: (a)

Decide who inaugurates the details. Do these details come from specification notes, from the job captain or from a principal? Much time and money may be saved by the detailer having access to the specification writer, or the man in charge of specifications, before the specific detail is started. Perhaps it doesn't need a drawing at all. I have seen sheets of large scale and full size details which have absolutely no reason for being. This practice costs the architect money.

(b) Who assists detailer? It is not unusual for a draftsman to get some detail well along before he is told that something else is desired, or that a newer method is preferred. This is inefficiency which could be avoided if frequent meeting of minds occurred between detailers and those responsible for the specification.

(4) Dissemination of Decisions: Conference reports relating to a job should go immediately to—

1. Designer interested.
2. Job Captain, or his equivalent.
3. Specification Man.
4. To engineers interested.

To wait for a principal to take up the matter may mean that it is forgotten or delayed too long.

I take issue with the architects who assume that the proper procedure is to finish all drawings, then hand them to the specification writer with instructions to now write the specifications. To me it makes no more sense than to complete the specifications and hand them to the draftsman, asking him to turn out the drawings.

Ideally, they should proceed bilaterally from preliminary drawings and preliminary specifications to finished documents. In this manner the specification writer can contribute his knowledge of materials, processes and construction, and may guide the designer and draftsmen.

I am assuming a specification writer as experience. If conditions require that specifications be written by a younger, less experienced man, a prin-

cipal must supplement his lack of knowledge and together they can achieve satisfactory results.

To stay away from our technological jail we must apply modern business methods to the running of our offices. "Business methods" mean methods which achieve the best results at the lowest cost. The specifications cannot be considered alone; they must be thought of with the drawings so they will be written in a businesslike manner.

Some architects argue against any "Scope" unless it is a verbose generality. They claim that a list type "Scope" can never be complete, and they say they will definitely not go out on a limb with such a listing of items included in a Division.

In my experience the list makes for few omissions and fewer arguments during building. I hold that if the writer of the specification cannot sum up what the Division contains, no one else can. As I tried to point out, it serves to save time of users. It does far more.

Before the specification is written in detail the writer must certainly make notes of what he intends to write about. This list becomes the "Scope." He can follow it, item for item, in developing his sections on "Materials," "Workmanship" and "Installation." And here is where another saving is important: Many items of "Scope" may not need any further explanation. Their mention in "Scope," together with the details, may be sufficient. Only on details would there be no clue as to which Division included this item. So the writer who has no "Scope" tries later to develop a paragraph about the item, when he is very likely merely repeating what is already on the drawings. Hence he violates the first principle of specification writing: "Don't repeat what the drawings show." Such repetitions lead to errors.

For instance, an aluminum handrail may be clearly detailed with connections indicated. If the item is listed in "Scope," and if "Materials" tells what finish and alloy are to be used, no further padding of specifications is necessary. The estimators of this railing would have quite a task locating the item in a specification with four or five Metal Divisions unless the "Scope" gives him the answer.

As our buildings become more complex, with more varieties of materials, more trades, we have a duty to make a "Scope" which tells all who bother to look just what composes that Division. I, for one, could not work otherwise without a great danger of omissions or duplications. I have noted that specification writers who frown on a detailed "Scope," when asked if they use any Schedules, always answer "Why certainly." This logic I fail to follow. A Schedule is definitely a "Scope" list.

When time permits (and I have done it several times) the "Scope" can have article numbers after each item, telling where further specifications in Materials, Workmanship or Installation occur

with the Division. It thus becomes an index. Praise from the general contractor and subs will prove this worth the extra effort.

There are other reasons for our specification becoming so complicated which, if set down, may lead others to suggestions as to how we may avoid greater complexity.

Modern industry and cost factors constantly tend toward more shop work and less field work. We have to be more specific for shop work. The old-time builder didn't need much advice as to how to do his field work. It is another thing if machines are to take his place. Perhaps the modern shop doesn't even know what the item is for: drawings and specifications must be prepared so as to give him little chance to go wrong.

In addition, the market is being flooded with new materials, new methods of construction and new assemblies. This again raises the problem of labor jurisdiction. There should be overall bodies of labor and employers who could settle these problems in advance and not wait for the job strike to bring the matter to a head. In addition, there should be a national jurisdiction pattern so that specification writers might know more accurately which trades do what.

Schedules should more and more serve as "Scope," as they are the ultimate in brevity and clarity and are easily checked. They show readily the relationships between several trades without making it difficult for anyone interested in one trade from picking out his items. Whether these items appear on drawings or in the specification is academic, as long as there is early agreement between those producing the drawings and specifications. For instance, a small house Schedule of Interior Finishes can easily be typed or lettered on one page of the specification, whereas a Schedule for a large project may more easily be on a drawing. At one time the New York City Housing Authority used three or four typed pages for their project schedules. They proved difficult to type and hard to read. Today they place the Schedule on a large sheet and it is more satisfactory. Where combinations of drawings showing types are combined with Schedules, then they are clearly drawing items.

Door Schedules may include other trades, such as bucks, frames, saddles, hardware, and glazing. Window Schedules may include sills, stools, jambs, hardware, glazing, and shades.

What Schedules are to be used makes a great difference in the specifications. It is one of the devices we must stress to the utmost if we are to produce better documents at less expense. It is one way to lick our growing complexities of building.

Accessories and equipment are also subject to scheduling—for instance, bathroom and toilet accessories, mirrors and even kitchen equipment (in multi-family projects) can be on a Schedule.

Have you wondered why mechanical engineers employ so few Schedules?

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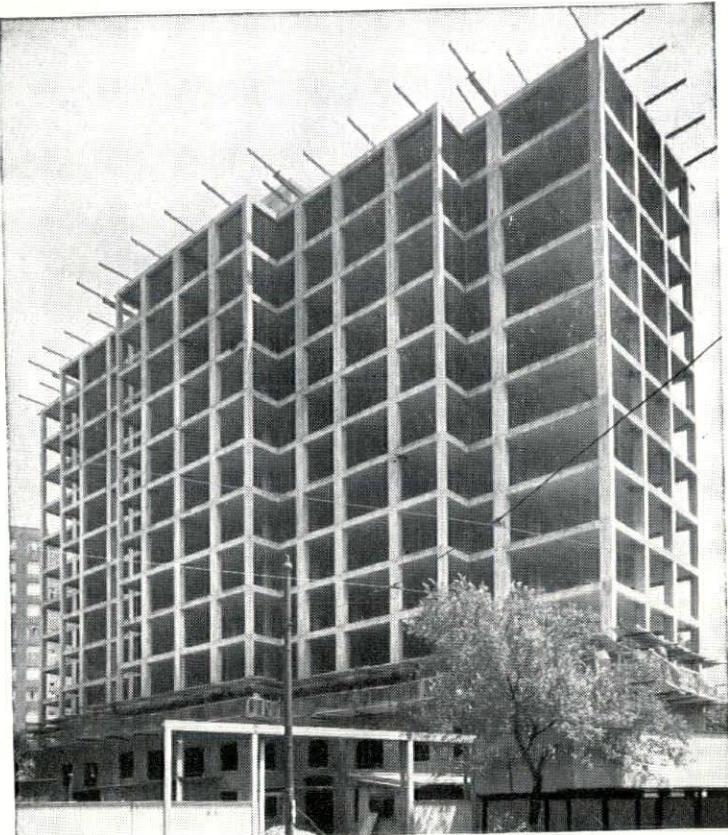
## Economy Demonstrated by Rigid Frame Flat Slab **CONCRETE** Construction

Contractor's actual cost on this 14-story apartment building showed a saving of about 10 per cent as compared with another type of construction on a building of identical architectural plan.

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## PORLTAND CEMENT ASSOCIATION Olds Tower Building, Lansing 8, Michigan

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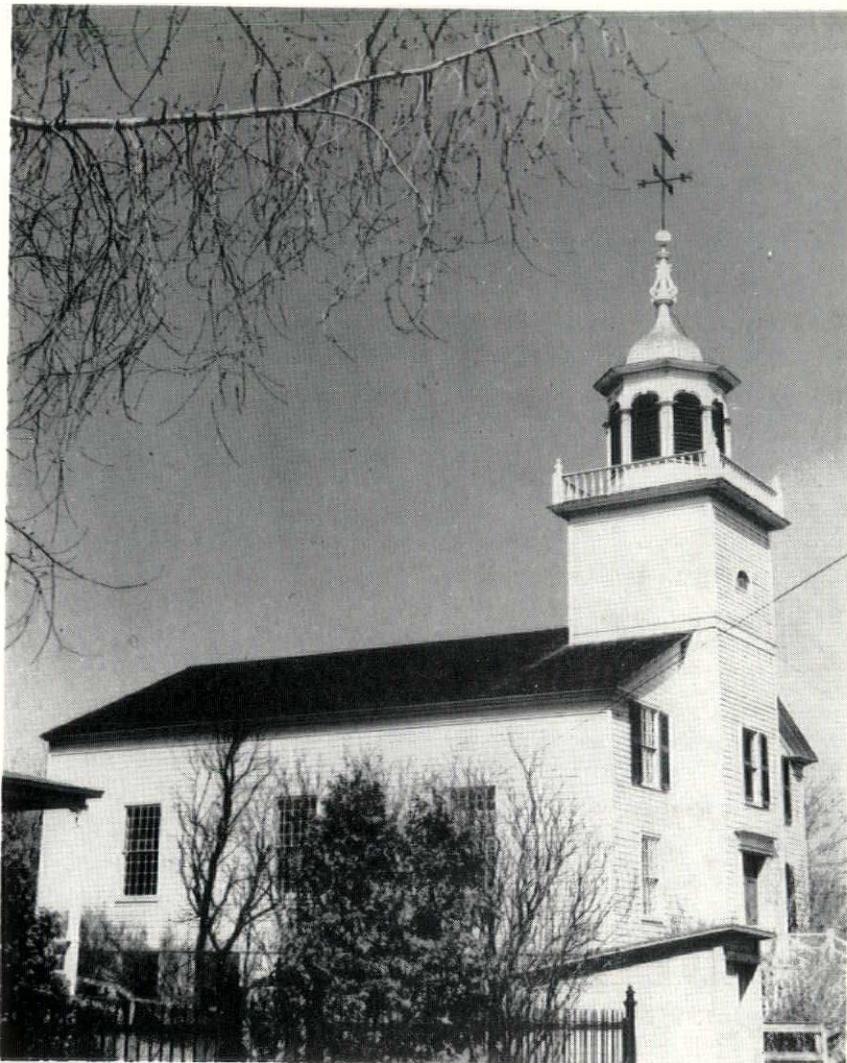
One of four units of Clinton Hill Apartments, Brooklyn, Equitable Life Assurance Society of the United States, owners. Harrison, Fouilhoux & Abramovitz, architects. J. Di Stasio & Co., engineers. Starrett Bros. & Eken, Inc., builders.

Long lists of plumbing fixtures, and a host of other items, invite scheduling. Engineers who diagram pipe and circuits miss this further short-cut to clarity.

Take a look at any bulky specification and see if a clear-cut differentiation has been made between the performance specification and the detailed specification. Probaby not. I am frank to admit that I indulge in the false practice of asking for a guarantee for a certain performance, and then follow it with a very detailed method of just how the contractor should do the work. (Having said this in writing, perhaps I will now reform.) We must make up our minds to accept a guarantee with a short performance specification or to say in detail how the work must be done without requiring a guarantee beyond that in the General Conditions. This will also shorten the specification.

I have made no attempt to state how the leg-and-head work of actually writing specifications may be softened. Whether to use cards, old specification books, or whether to take them out of our crammed-full heads. But I should like to emphasize Joseph A. McGinness' statement (in the October Specifier) regarding one tool which is seldom fully used—that is, the "Association Trade Specifications" which are available and which he lists in detail. Reference to them, rather than copying them, will cut down the volume of our specifications. The expert writer knows that when using these specifications, certain alternates must be selected, certain clauses added or deleted, but this requires only a fraction of the time, effort and space of rewriting the whole. For small projects this tool is invaluable. One vital service the C.S.I. could give would be to coax more trade associations to publish standard specifications for their work. In writing a book on specifications I went through years of trying to secure criticisms and approval of specifications by such associations, contractors and manufacturers and found it as difficult as pulling teeth, mostly because their offices are not equipped to furnish technical advice. They should be!

## The Old Mission Church



*The Old Mission Church on Mackinac Island was built by the Presbyterian Mission under the direction of Reverend William M. Ferry in 1830.*



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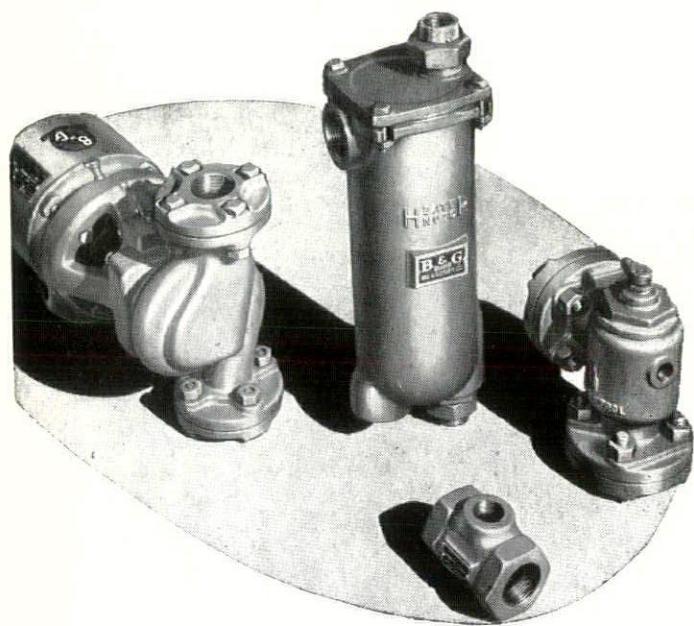
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# Good Architect Is Essential to Good Building

*Address given by Echlin M. Kaake, General Manager of MacDonald and Kaake, Inc., Marquette, Michigan, General Contractors, before members and guests of the Marquette Rotary Club at Marquette, Michigan.*

Many new building materials have been developed during the past few years but the very radical construction changes which were predicted for the post war period have been slow in materializing. Public housing authorities have forecast a big future for prefabricated houses. Such a prediction has not been borne out by events to date. I would say that three of the reasons for lack of the predicted success of the prefabricated home are, in the order of their importance, as follows:

1. The individual owner still prefers a house built to his own particular plan and specification.

2. The "prefab" house manufacturer has to overcome the additional costs incurred in paying freight, sometimes for long distances, on a partially assembled unit as against the cost of local materials.

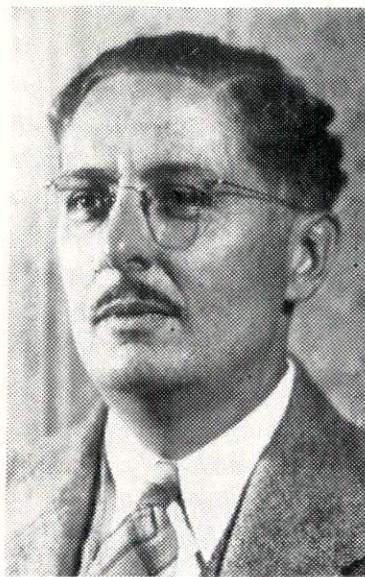
3. In order to "pay-off" the prefabricated home must be made in large quantities from materials close at hand to the manufacturing plant. The number of standard designs must be kept down to a minimum. Some of these standard designs, due to varying climatic conditions, could only be used in one section of the country.

You may have read editorial comment in some of the newspapers regarding the largest of these "prefab" house manufacturers. One company has been financed by Government loans of more than \$37,500,000. The amount of private capital in this venture, we are told, is \$1,000. A recent news account states that twenty-two millions of the Government loans are now overdue. The company has only been able to pay interest so far, and they are seeking R.F.C. approval on a plan for "re-organization."

There have been some examples of successful manufacturers of prefabricated houses, of course, but it appears that the large majority of new construction is entirely cut and assembled on the job.

Assuming then that you are interested in a building constructed to your own particular requirements, whether that building be a house, factory, church, school, hospital, store, office building or warehouse, I am going to be bold enough to give you some suggestions.

In the first place, engage the services of a good architect to prepare a complete set of plans and specifications. Such services will cost you from 5% to 10% of your final construction cost, depending on the size and characteristics of your building. There are some large engineering firms in the country who combine the services of the architect with that of the contractor. In discussing this kind of arrangement with the building engineers of several large firms who had tried it, I was informed by the majority, that this type of service was far from satisfactory. The owner is the loser in these cases as he does not have the advantage of competitive bidding and the services of two different organizations, each performing its own distinct function



ECHLIN M. KAAKE

and coordinating the work of the other.

In the owner's dealings with the architect, it should be borne in mind that the owner cannot merely state his requirements in generalities and expect the architect to do all his thinking from there on to completion of the plans. If the proposed building is to be a manufacturing plant, the owner must do a considerable amount of advance studying as to how his product is to be processed through his plant, from the raw material to the finished article. Such a study in most cases will establish the size and shape of the building, the height of the walls, also arrangement of columns, partitions and windows. The owner must decide as to the amount of light, heat and other utilities he will require for the most economical methods of manufacturing his product and for the welfare of his workmen. This latter requirement cannot be emphasized too strongly. It is now universally recognized by employers that their men will turn out more work in a clean, modern, well-lighted plant than in one where working conditions are not satisfactory. I am of the opinion that there is still a majority of right-thinking employees in industry, who appreciate improvements made for their welfare and take pride in a place of employment which is built for their safety and health.

The same general facts apply to other types of buildings and occupancies, whether they be schools, hospitals, bank buildings or residences. You may think it unusual for a contractor to emphasize the importance of an owner engaging the services of a good architect and the maintaining of cordial architect-owner relations. My reason for this is partly selfish—the smoother the team-work between those two members of the 3 man team, the easier will be the job of the 3rd member, the contractor. This opinion is based, not only on my experience as a contractor, but was proved further during the five years I spent on the "other side of the fence," as project manager for one of the largest architectural and engineering firms in the United States.

Proper advance thinking and planning by the owner will avoid something which has always been a nuisance and a matter for difference of opinion among owner, architect and contractor. The matter I speak of is "changes and extras." During the various conferences between architect and owner while plans and specifications are being prepared, all possible or probable changes should be seriously considered. It is a lot cheaper to make your changes "on paper" than to break out concrete, brick, steel or wood, and rebuild them, to accommodate an afterthought.

One example of costly construction changes on which I had first-hand contact, occurred during World War II. An eastern manufacturing plant was expanding rapidly during the war. Its product was of vital importance to the defense effort. Its product was also very expensive and was changed from time to time as actual combat conditions dictated modifications. The major revisions to the "end product" of course, changed the production line and in many cases revised the over all building requirements. The specific case I have in mind was a group of 8 reinforced concrete test cells. This job had been let to a reputable contractor on a lump sum basis. Construction cost was about one and one half million dollars. Many months before the Battle of the Bulge, it was decided by "top brass" that 5 test cells would suffice. At that time these test cells were in various stages of completion—number one cell being the furthest advanced, on down to number 8 cell on which only the foundation work had been started. The elimination, or stopping of work, on

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three of these cells was not a simple operation of merely omitting so much concrete, conduit, wire and pipe. Control rooms and equipment rooms had to be relocated so the remaining cells would be serviced and controlled in as compact and workable "over all" unit as the 8 cells had been. Our architects and engineers in the Albert Kahn organization at Detroit prepared revised drawings and a written description of the changes which were submitted to the general contractor for pricing. The general contractor, in turn, sent copies to his various sub-contractors and then, after all figures were assembled, submitted a proposal giving the amount of his "credit" or price reduction, for the work omitted. This proposal was checked by the estimators in the architect's office and was found to be inadequate. After a week of rechecking, a common meeting ground was established, the contractor's increased price reduction was approved and the actual omissions and revisions to the structure were started. Then came the Battle of the Bulge. It was determined by officials in Washington that more of this company's products would be required and management recommended the completion of the three test cells which had been omitted. Architect and contractor were instructed to proceed accordingly. Due to the re-arrangement of the services previously mentioned, it was not feasible or practical to change the 8 cells back to the original plan. It was decided to add to the revised and relocated services in order to make a maximum use of the revised control rooms as partially completed in the meantime.

Changes to concrete work and masonry were minor but the mechanical and electrical rearrangements, as you can doubtless realize, were quite extensive. When the drawings were revised again, another change order written, contractors quotations received, checked and revised downward this time, it was found that the net extra approved cost of the 8 revised cells, over the original 8 cells was a little over one hundred thousand dollars. To those who were not familiar with the details of the matter, this sounded like a tremendous amount of money to pay for changes which did not increase the efficiency of the cells in any way.

This increased cost could probably be broken down roughly as follows:  $\frac{1}{2}$  for actual physical revisions in the building due to two changes in the thinking of the owner, and  $\frac{1}{2}$  due to increased costs incurred by the general contractor and his sub-contractors on account of interruptions to their job. This latter half of the cost included cancellation charges on material orders, increased prices on some materials and labor during the interim, and intangible such as loss in productivity of the workmen due to the confusion caused by these revisions; also additional overhead caused by increase in the length of time required to build the building.

I won't bore you with all the details

of the various steps necessary to obtain "top level" approval of the contractor's quotation on these changes. As Project Manager for the Architect's office I was "in the middle." My duty was to recommend a price which on one hand assured that the taxpayers of the United States would not be paying more than a fair price for the revisions and, on the other hand, that the contractor would be reimbursed fairly for his additional materials and services. As you will realize, it was very difficult to put a price tag on those services and incidental expenses.

After discussing all angles with the engineers and management of the manufacturing plant, as well as the government representatives and the contractor, it was decided that, due to the complex nature of this problem, the facts should be presented in person at Washington. Those of you who did much travelling during the war will agree that getting a travel reservation for the Capitol on short notice was quite a problem.

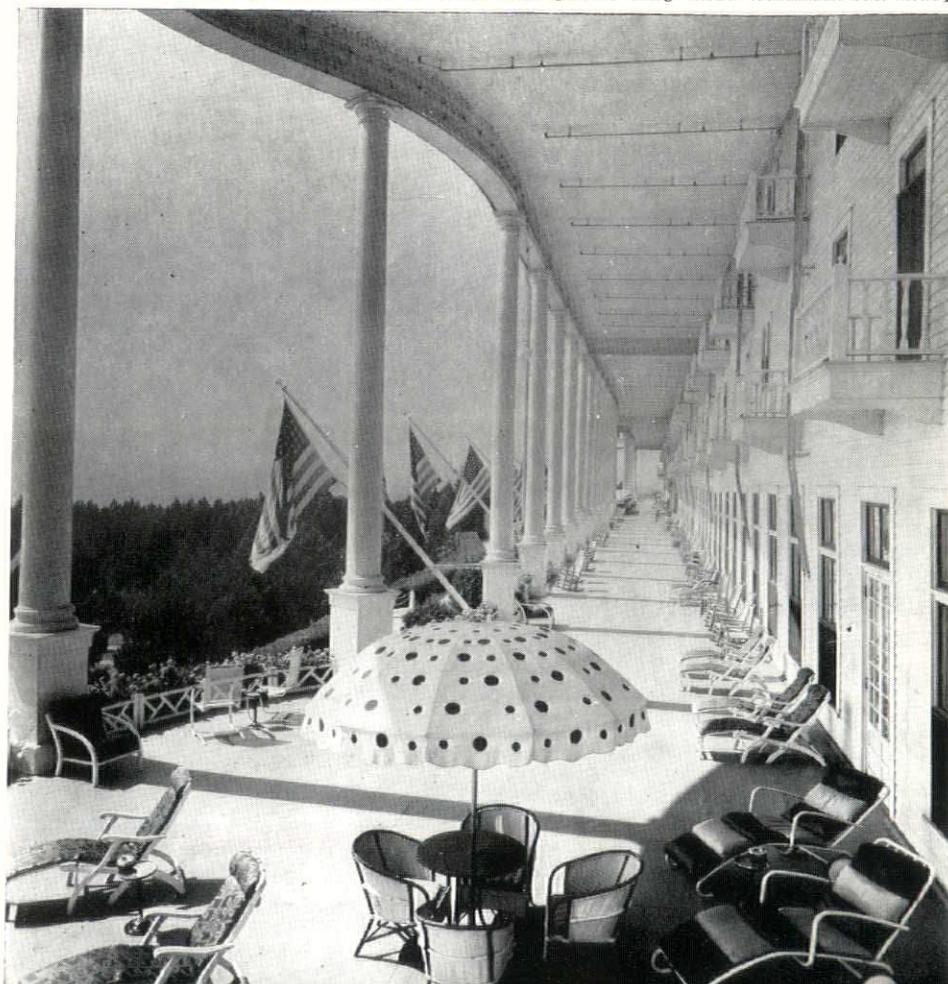
Our business at Navy headquarters involved a 2 day session with lawyers from the Bureau of Aeronautics, engineers from the Bureau of Yards and Docks as well as meetings with more "Gold Braid" than I had seen before or will probably ever see again. At the end of these various meetings I was gratified to learn that the majority of those who quizzed us were of the opinion that the agreement made with the

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building contractor was fair and reasonable.

You may feel that the foregoing example of construction changes and extra costs is an unusual case and not comparable to what might happen on peace-time building projects, and I certainly agree. We all realize that war-time operations are wasteful but I do believe that such an incident gives us food for thought in our peacetime building programs.

I count it a rare privilege to have been associated, during those trying times with the Albert Kahn Architectural and Engineering organization of Detroit. As I look back on it now, we must have crowded at least 12 or 15 years of normal experience into that 5 years. That experience has given me, as a contractor, a better understanding of the function and problems of the architect. To offset the wear and tear on my nervous system incurred by working under pressure for long periods, I believe that I was more than repaid by the personal associations and friends that were made.

Another building of interest in Denver, was a recently completed 4-story apartment building of brick, concrete and frame construction. These 3½ room apartments rented for \$106.00 per month. Owner's cost on this building was \$200,000 or \$8,000 each for 25 apartments. Cost per cubic foot of building was a little under 90c. Some of you are doubtless interested in costs, others not. Cost records are an important part of the contractor's business. Without accurate unit costs, we would not be able to assemble an estimate and submit an intelligent bid. When I was breaking into the business 25 years ago, I had, among other duties, the job of assembling actual job costs into usable units. Knowing that some of our competitors didn't go into so much detail in making up these cost units, I was doing a little grumbling to my boss about this "new-fangled" idea of keeping detailed costs on construction work. He very diplomatically took me to task for this grumbling and explained that keeping of costs was at least 2000 years old and quoted from the 14th chapter of Luke and the twenty-eighth verse, which reads: "which of you, intending to build a tower, setteth not down first, and counteth the cost, whether he have sufficient to finish it."

Among the late developments for residential and similar types of buildings are radiant heating, "dry wall" construction and light-weight concrete floor slabs. Radiant or panel heating generally consists of wrought iron pipe which is placed in the concrete of a floor on the ground; or in panels in the side walls and ceilings of houses having frame walls or frame floor construction. Steel pipe has also been used, but the initial saving in cost of the pipe is offset by extra labor due to difficulty in bending and the cost of welding breaks in the steel pipe. Radiant heat installations are, in general, more expensive than the conventional steam or

hot water jobs. The one dissenter to this higher initial cost idea is the New York contracting firm of Levitt and Sons. It is reported that they have put in over 10,000 installations in their medium price homes on Long Island and that their costs on radiant heat have been less than conventional heating installations. Mr. Levitt builds many houses of identical design and his purchasing in extremely large quantities is the answer to his lower costs. As indicated earlier in this talk, I would say that you cannot expect custom built jobs at assembly line prices.

We recently received a report on a survey of 13,000 installations out of the 100,000 radiant heat jobs installed throughout the country during the past ten years. 93% of the architects interviewed stated that they would use that type of heat again.

In a large ranch-type residence recently completed by our firm, the radiant heating installation cost about \$6,500 for 5,000 sq. ft. of living area. Our heating sub-contractor states that a steam or hot water heating job would have cost about \$2,000 less. National figures indicate that the average cost of radiant heat over steam heat, initial cost only, is 25%. This extra cost is compensated for by the advantages of more even heat, less dust, floor areas not being obstructed by radiators and in some cases, lower operating cost.

Many of you have heard about, or possibly used, the relatively new "dry-wall" construction for interior finishing of walls. The advantages of this type of wall over a plaster wall are a small saving in cost and an absence of dampness and the mess which goes with the usual plaster job. It is particularly adaptable to alteration jobs where speed is essential.

The light-weight concrete floor construction mentioned previously is an adaptation of a type of design which has been used for many years on fire-proof or fire-resistant buildings. On a house job started by us last fall, located on one of the highest points of Shiras Hills subdivision, we used such a floor. This house has a full basement, part of which will be used as a garage. The owner in this case, found that his floor construction must be fire-resistant and have at least a one-hour fire rating. The requirements of the Marquette Building Code and the State Housing Code indicated that the first floor construction would have to be reinforced concrete, or wood joists with metal lath and  $\frac{3}{4}$ " of plaster on underside, or other similar construction. It was decided to use the concrete as this had the advantage of better fire protection and no shrinkage. This floor was constructed using reinforced concrete joists with cinder block between the joists and a 2" concrete slab over the top, all of the concrete including the supporting beams poured in one operation and finished monolithically. Ducts 4" in diameter were installed in the concrete for the General Electric Air Wall Heating System.

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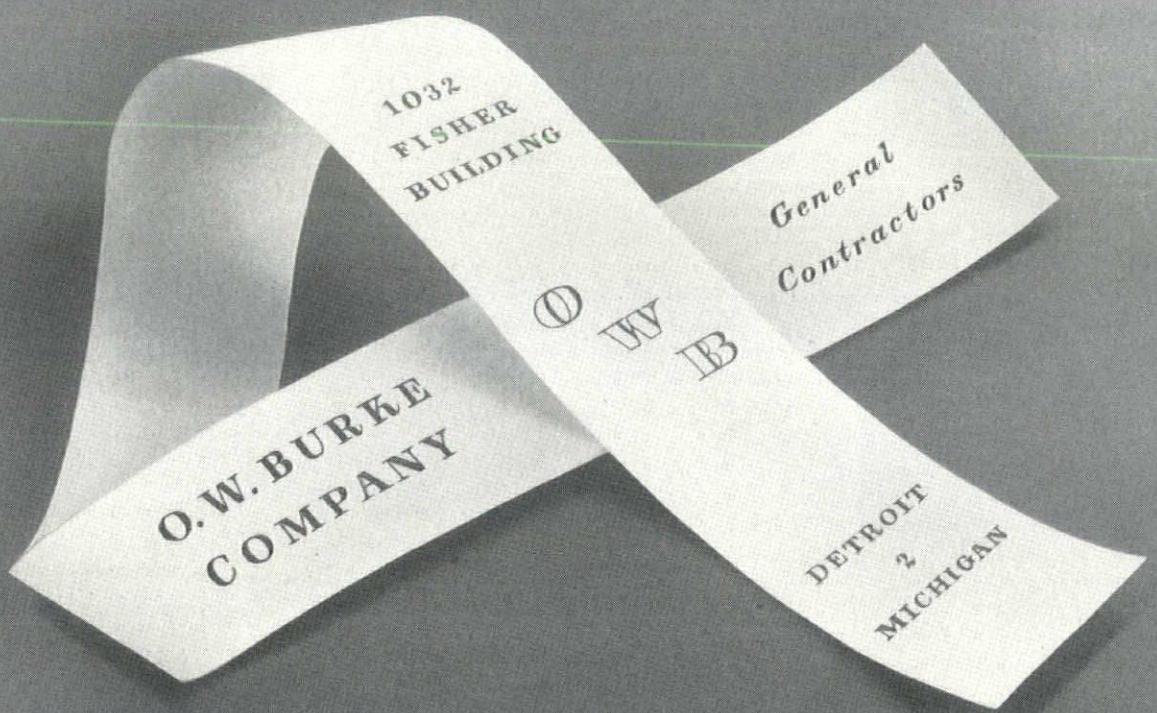
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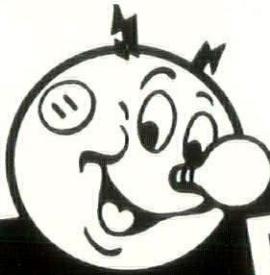
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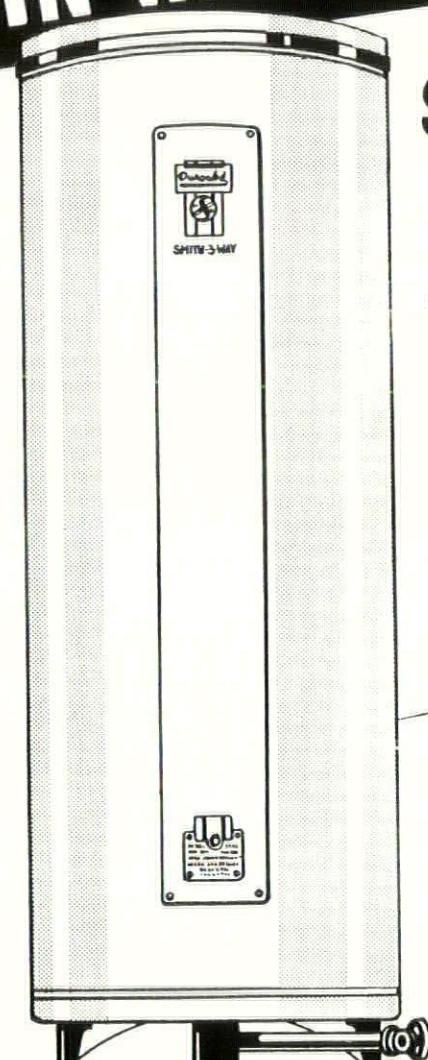
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| BERGEY, FRANK A.           | 5550 Bedford, Detroit 24                               |
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| BINGMAN, ROBERT E.         | 18600 Wisconsin, Detroit 21                            |
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| BLAKESLEE, L. ROBERT       | 18218 Stoepel, Detroit 21                              |
| BLUME, LOUIS J.            | 345 New Center Bldg., Detroit 2                        |
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| BRAGG, STANLEY             | 391 W. Maplehurst, Ferndale 20                         |
| BROECKER, ERWIN L.         | 1438 Majestic Bldg., Detroit 26                        |
| BROWN, H. SANBORN          | 83 Meadow Lane,<br>Grosse Pointe 30                    |
| BUDZYNSKI, DELPHIN S., SR. | 241 Rhode Island (3)                                   |
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| CALDER, RALPH R.           | 1212 Kales Bldg., Detroit 26                           |
| CALDER, ROBERT F.          | 18100 Greenlawn, Detroit 21                            |
| CALDWELL, LAWRENCE E.      | 13606 Stoepel, Detroit 4                               |
| CHESNOW, LOUIS             | 509 W. Willis (1)                                      |
| CLAPP, JOHN E.             | 4966 Ivanhoe, Detroit 4                                |
| COLE, LYLE S.              | 7376 Grand River, Detroit 4                            |
| CONFER, EARL L.            | 14000 Strathmoor, Detroit 27                           |



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| COWIN, JULIAN R.         | 153 E. Elizabeth, Detroit 1                             | HOSMAN, LEO J.         | 800 Marquette Bldg., Detroit 26                              |
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| COX, FRANK E.            | 1944 Monterey, Detroit 6                                | HUESMANN, LOUIS B.     | 8903 Quincy, Detroit 4                                       |
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| CROSS, JOHN K.           | c/o Harley, Ellington & Day,<br>153 E. Elizabeth (1)    | HYDE, ARTHUR K.        | 1000 Marquette Bldg., Detroit 26                             |
| DAY, CLARENCE E.         | 153 E. Elizabeth, Detroit 1                             | ILGENFRITZ, HAROLD D.  | 719 Hammond Bldg.,<br>Detroit 26                             |
| DERRICK, ROBERT O.       | 515 Hammond Bldg., Detroit 26                           | INGALL, MORTON H.      | 1000 Van Dyke, Detroit 14                                    |
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| DIEHL, GEORGE F.         | 120 Madison, Detroit 26                                 | JENSEN, CARL R.        | 17166 Wildemere, Detroit 21                                  |
| DIEHL, GERALD G.         | 120 Madison, Detroit 26                                 | JEPSON, RAYMOND G.     | 20202 Picadilly, Detroit 21                                  |
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| DITCHY, CLAIR W.         | 5 W. Larned, Detroit 26                                 | KAMPER, LOUIS          | 2150 Iroquois, Detroit 14                                    |
| DOLE, WALTER M.          | 1676 W. Saratoga, Ferndale 20                           | KANN, NORMAN K.        | 17156 Wildemere, Detroit 21                                  |
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| FERNBACH, RICHARD B.     | c/o City Plan Commission,<br>City Hall, Highland Park 3 | KING, SOL              | 2804 Oakman Blvd. (4)  |
| FINN, ROBERT             | 502 Francis Palms Bldg., Detroit 1                      | KLEI, LOUIS W.         | 3231 W. Davison, Detroit 6                                   |
| FISHER, HAROLD H.        | 1403-4 Industrial Bank Bldg.,<br>Detroit 26             | KLOSKE, WALTER E.      | 16708 Archdale (27)  |
| FLEISCHAKER, STANLEY     | 2771 W. Eight Mile Rd.,<br>Detroit 3                    | KNAPP, ELIUD J.        | 23440 Republic, Ferndale (20)                                |
| FORTNEY, RALPH B.        | 18982 Coyle, Detroit 19                                 | KNIGHT, E. J.          | 1000 Marquette Bldg. (26)                                    |
| FOWLER, HOMER A.         | Room 600, 1217 Griswold,<br>Detroit 26                  | KOHNER, ALEX           | 19111 Asbury Park, Detroit 19                                |
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| FUGER, FREDERICK W.      | 510 Madison Theatre Bldg.,<br>Detroit 26                | KUNI, WILLIAM H.       | 19642 Shrewsbury, Detroit 21                                 |
| FUNKE, PHILIP J.         | 3831 W. Eight Mile Rd., Detroit 21                      | LARKIN, LESLIE G.      | 5538 Ivanhoe, Detroit 4                                      |
| FURLONG, HAROLD B.       | 16605 Linwood, Detroit 21                               | LEINWEBER, JOSEPH W.   | 696 Rivard Blvd.,<br>Grosse Pointe (30)                      |
| GABLER, CORNELIUS L. T.  | 924 Hammond Bldg. (26)                                  | LENTZ, WALTER E.       | 1222 Michigan Bldg., Detroit 26                              |
| GEHRKE, HANS             | 751 Griswold, Detroit 26                                | LEONE, AMEDEO          | 800 Marquette Bldg., Detroit 26                              |
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| HAMMOND, MAURICE E.      | 1217 Griswold, Detroit 26                               | McGREW, CHARLES B.     | 16215 Warwick, Detroit 19                                    |
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| HARLEY, FREDERICK M.     | 153 E. Elizabeth, Detroit 1                             | MAUL, WALTER           | 1222 Michigan Bldg., Detroit 26                              |
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| HERMAN, ALOYS FRANK      | 804 Transportation Bldg.,<br>Detroit 26                 | MESSING, ARTHUR H.     | 1712 E. Outer Dr., Detroit 12                                |
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| HILBERG, JOHN T.         | 7584 Forestlawn, Detroit 5                              | MICHEL, KENNETH A.     | 341 Touraine Rd.,<br>Grosse Pointe 30                        |
| HILLIER, J. DALE         | c/o H. F. Stanton, 1243 Free<br>Press Bldg., Detroit 26 | MILLAR, HUGH T.        | 14827 E. Jefferson, Detroit 15                               |
| HINE, TREDICK K.         | 13220 Woodward, Detroit 3                               | MILLS, BYRON E.        | 5025 Yorkshire (24)  |

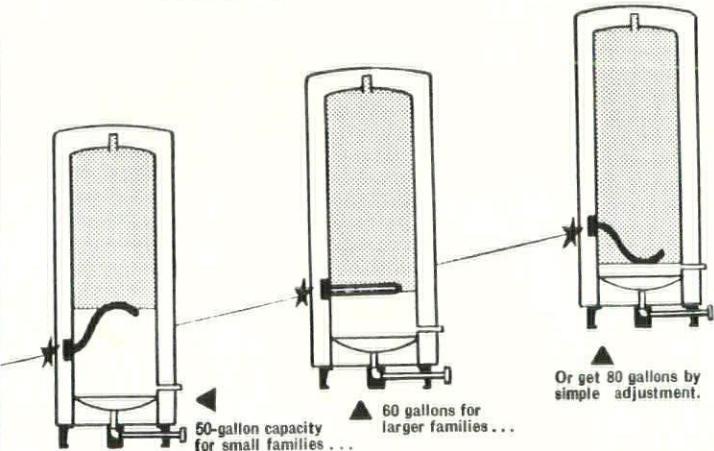


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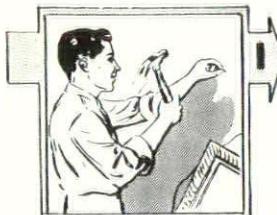
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| NILES, JOHN L.            | 3430 Edwin, Hamtramck (12)                         |  |
| NOTH, EDWIN F.            | 1304 Maccabees Bldg., Detroit 2                    |  |
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| PERKINS, RAYMOND C.       | 2322 W. Grand Blvd.,<br>Detroit 8                  |  |
| PERRY, LEO I.             | 120 Glynn Ct., Detroit 2                           |  |
| PETERSEN, GEORGE L.       | 276 Fisher Rd., Grosse Pointe 30                   |  |
| PETTIBONE, MILTON W.      | 689 Rivard Blvd.,<br>Grosse Pointe 30              |  |
| PHELPS, CHARLES L.        | 1119 Earl Blvd., Ferndale 20                       |  |
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| RADFORD, J. RUSSELL       | 14395 Rosemont, Detroit 23                         |  |
| RANTANEN, VINE A.         | 18945 Greenlawn (21)                               |  |
| REDSTONE, LOUIS G.        | 3510 Woodward, Detroit 1                           |  |
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| ROGOVOY, THEODORE         | 929 Fox Bldg., Detroit 1                           |  |
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| ROSSELLO, PETER R.        | 9407 Mack, Detroit 14                              |  |
| ROSSETTI, LOUIS           | 1000 Marquette Bldg., Detroit 26                   |  |
| ROYCRAFT, DUANE F.        | 1175 Penobscot Bldg.,<br>Detroit 26                |  |
| ROZYCKI, WALTER J.        | 2268 E. Forest, Detroit 7                          |  |
| RUIFROK, HENRY W.         | 113 Moran Rd.,<br>Grosse Pointe Farms (30)         |  |
| RUSH, J. LEONARD          | 14300 Abington Rd., Detroit 27                     |  |
| SCHEUFFLER, CARL A.       | 12636 E. Forest, Detroit 13                        |  |
| SCHILLING, EDWARD A.      | 728 Michigan Bldg.,<br>Detroit 26                  |  |
| SCHLEY, CYRIL E.          | 16851 James Couzens Hy.,<br>Detroit 27             |  |
| SCHMIDT, ARTHUR O. A.     | 1118 Buhl Bldg., Detroit 26                        |  |
| SCHOERGER, ALBERT E.      | 2458 Leslie, Detroit 6                             |  |
| SCHOETTLEY, FREDERICK J.  | 730 Michigan Bldg.,<br>Detroit 26                  |  |
| SCHOWALTER, LEO J.        | 18044 Warrington, Detroit 21                       |  |
| SCHULZ, GEORGE L. W.      | 1354 Broadway, Detroit 26                          |  |
| SCHWINCK, ESTHER          | 2360 W. Grand Blvd., Detroit 8                     |  |
| SCRIPTURE, CHARLES M.     | 4031 Vicksburg, Detroit 4                          |  |
| SCRYMGEOUR, GEORGE K.     | 345 New Center Bldg.,<br>Detroit 2                 |  |
| SEWELL, PAUL R.           | 730 Michigan Bldg. (26)                            |  |
| SEVERIN, EMIL L.          | 189 McKinley Rd., Grosse Pointe 30                 |  |
| SEXTON, JAMES E.          | 2727 Second Blvd., Detroit 1                       |  |
| SHAFFER, EARLE W.         | 19434 Cheyenne, Detroit 21                         |  |
| SIDNAM, VERNE H.          | 360 Mary St., Grosse Pointe 30                     |  |
| SIMONS, HOWARD T.         | 804 Transportation Bldg.,<br>Detroit 26            |  |
| SIRRINE, CHESTER A.       | 1402 Kales Bldg., Detroit 26                       |  |
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| STACHOWIAK, STEPHEN J.    | 3342 Carpenter,<br>Hamtramck 12                    |  |
| STAHL, JOHN C., JR.       | 1115 Francis Palms Bldg.,<br>Detroit 1             |  |
| STANTON, HENRY F.         | 1243 Free Press Bldg., Detroit 26                  |  |
| STIRTON, MALCOLM R.       | 153 E. Elizabeth, Detroit 1                        |  |
| STRAUSS, FREDERICK G.     | 16205 Normandy, Detroit 21                         |  |
| STUCHELL, CLAIR A.        | 740 University Pl.,<br>Grosse Pointe 30            |  |
| TARAPATA, PETER           | 6325 Ellsworth (21)                                |  |
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| TRYSELL, ERNEST H.        | 906 American Radiator Bldg.,<br>Detroit 26         |  |
| VAN REYENDAM, DIRK        | 9640 Bessemore, Detroit 13                         |  |
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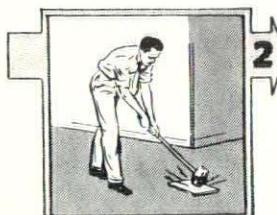
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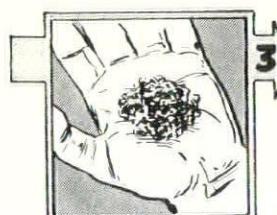
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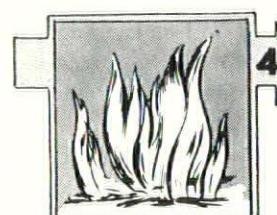
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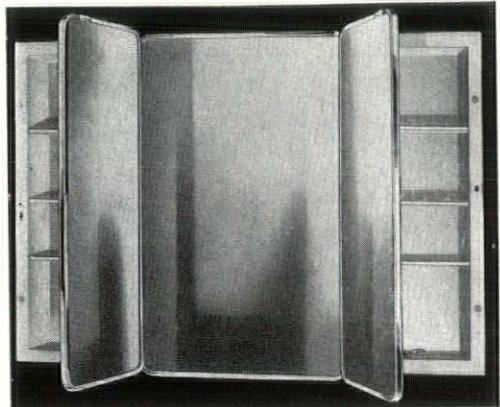
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## NEW BOOK GIVES HISTORIC BACKGROUND OF MACKINAC ISLAND'S OLD ASTOR HOUSE AND OLD MISSION PRESBYTERIAN CHURCH, OF 1829-30



In a new book just published by The University of Chicago Press, entitled "Architecture of the old Northwest Territory," the author Rexford Newcomb, F.A.I.A., says:

"A house in northern Michigan showing unmistakable Federal lineage is the agent's house (1822) on Mackinac Island. Originally built as a headquarters building in the American Fur Company's outpost, this structure later became the central portion of the John Jacob Astor House, a famous northern hostelry."

"A neat Federal-style edifice is the old Mission Church on Mackinac Island, built in 1829-30 by the Presbyterians. This white, clapboard building is fronted by a fine square tower, capped by a louvred octagonal belfry with copper roof and weather vane. The windows are filled with twenty-pane sash and flanked by shutters. Its austere interior has box pews and a pulpit of New England meeting-house design."

*At left is shown the agent's House and beyond is the store and Warehouse. Picture of Old Mission Church is on page 29.*



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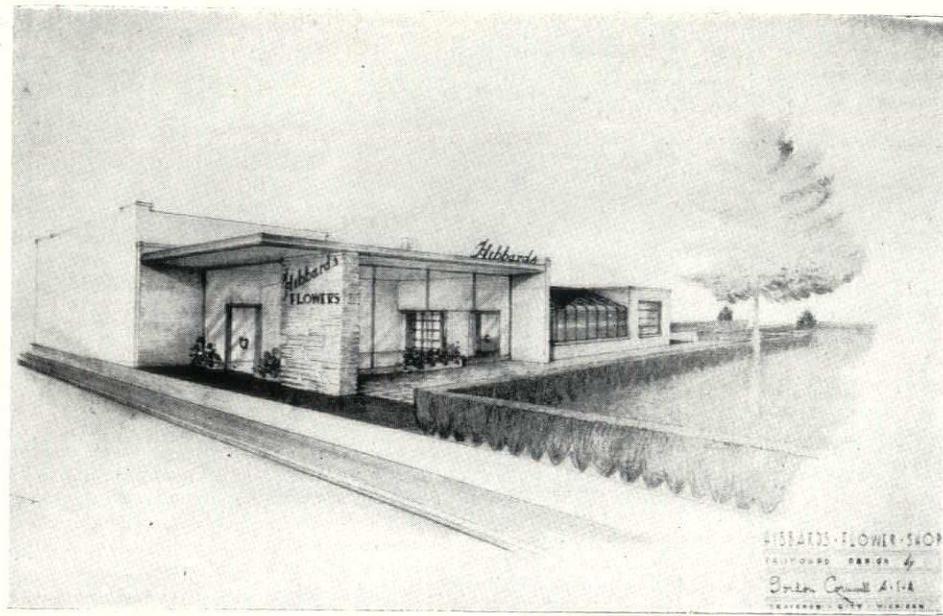
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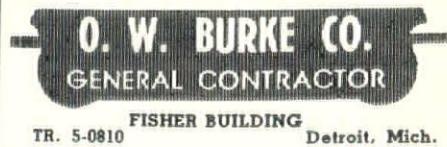
L. C. JANISSE, Manager

# Hibbard's Flower Shop in Traverse City



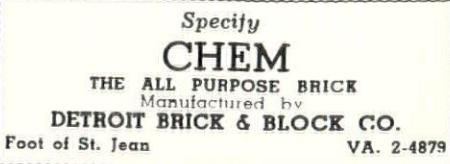
**F. GORDON CORNWELL, A.I.A.**, of Traverse City, Mich., is architect for this flower shop now under construction in his city. The building shown in the architect's sketch above features a glass front with northern exposure, a conservatory with thermostatically controlled temperatures to govern holding or forcing of plants. Surrounding grounds will be landscaped. The building is 26' x 52'.

Gordon Cornwell, a member of the Western Michigan Chapter, A.I.A., received his early education at Northern High School, McBain, Mich.; Oak Park Elementary School, Traverse City; Elementary School, Interlochen, Mich., and Elementary School, Sabin School District, Grand Traverse County. He graduated in architecture from Syracuse University in 1941, is registered as an architect in Michigan and Connecticut. He worked with Douglas Orr, F.A.I.A., of New Haven, Conn., former President of The Institute. After serving as a lieutenant in the Air Force in World War II, he opened his own office in Traverse City in 1948.



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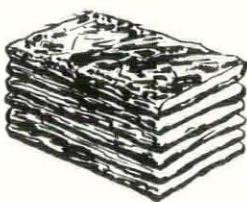
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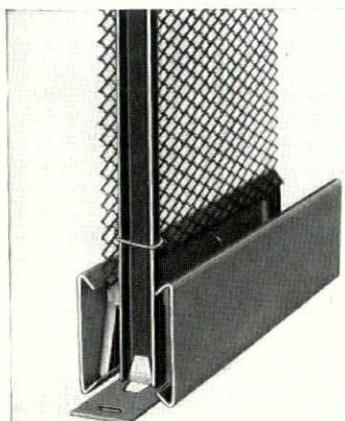
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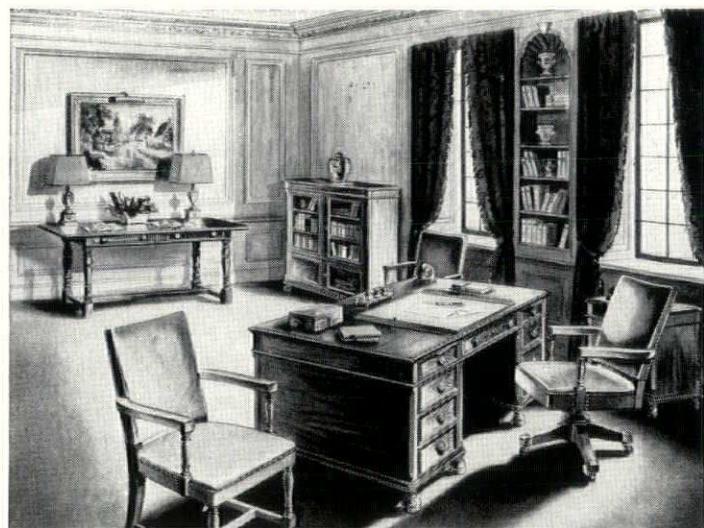
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# THE CLIENT, POOR SOUL

*By Thomas H. Creighton, Editor Progressive Architecture*

Several years ago Progressive Architecture published a house designed by Frank Lloyd Wright for the Affleck family. We wrote the Afflecks, asking their opinion of the building after they had lived in it for some years. Mrs. Affleck replied in great detail, recounting their experiences with Wright, with sightseers, and with neighbors, ending with the remark (which we quoted) that, 'I know the roof has leaked and that the skylights leak, but I would rather live in this house than in any other house in the world.'

A few months after the house was published, I met Wright at the Princeton Conference; he looked at me accusingly and said, 'You're the editor who published the Affleck house, and said the roof leaked.'

'We didn't say the roof leaked, Mr. Wright,' I replied. 'Your client said that.'

Wright waved his hand in the air and, as he walked away, said, 'Oh, the client — poor soul, poor soul!'

Not every architect can be so off-hand about his client's welfare, and few of them would consciously want to. Yet the client, poor soul, is in many cases the forgotten man in the designing and building operation. I know that this is heresy, in addressing a professional audience, but I would like to make the point that the architect and the engineer, in protecting their own interests (which until recently had been highly pregnant), have often overlooked the basic interests of the client. I use the word basic because I realize that the client's legal interests — protection against the building falling down, etc. — are usually well taken care of.

I feel that I'm justified in making this twist on the usual gripe of the professional (that the client doesn't understand him) because I honestly believe that many of the architect's troubles would be cleared up if he sympathized a bit more with the client. So, for a few hundred words, let's forget our usual biases and perfectly legitimate points of view, and put ourselves in the client's place.

In the first place, the average client is completely new to the game. The repeaters—mostly speculative entrepreneurs or public agencies—are rare. The family which is going to build a house; the storekeeper who is going to remodel his property; the hospital board which is interested in a new building; these are ordinary people who have never before dealt with an architect professionally, never signed a building contract, never had to approve an extra. The things that can go wrong, if the client isn't very bright and nothing works out well, have been pretty fully documented by the Mr. Blandings type of story. But even in the smooth, ordinary course of events the very inexperience of the client makes this position difficult.

For example, his first contact with the architect—his first interview—will



*Mr. Creighton was the speaker before the Detroit Chapter meeting on May 24, 1950. His Subject was "The Architectural Journals and the Practicing Profession."*

be very baffling. Always before when he wanted to buy something, he could find out what the price would be, what the quality would be, and what the object would look like. Now, however, he is told (and very rightly, mind you) that no one can give him an estimate of cost even approximating accuracy until he has obligated himself to considerable expense; that no one can describe to him what his building will look like or be built of until the problem has been studied for some time—again with expense to him involved—and that the business arrangements are like nothing he has ever before encountered.

His architect may treat him in one of two ways in those first interviews, neither of which will seem to make much sense. Either he will be told nothing of fees and contract arrangements (some architects are afraid that that will 'scare off' clients if the subject is brought up too soon, and some never do get nearer to a contract than a 'letter of intent,' which is completely worthless); or he will be faced bluntly with a contract for professional services before he has more than the foggiest idea of what those services will involve in a general way or in relation to his particular dream building.

Let's assume that the architect has been clever and/or diplomatic, and has explained all that is involved (perhaps by the use of one of the available pamphlets on the subject) and that compensation, procedure, and possible pitfalls are carefully defined. The client still doesn't know what his building is going to cost. There are many variables. One, of course, is the architect's ability and good judgment. Another is the fluctuation of the building market. A third, in the case of some structures, is the willingness of the banking fraternity to lend money.

Let us put these difficulties in simple illustrations. There have been instances of architects designing houses which couldn't possibly, even under the most

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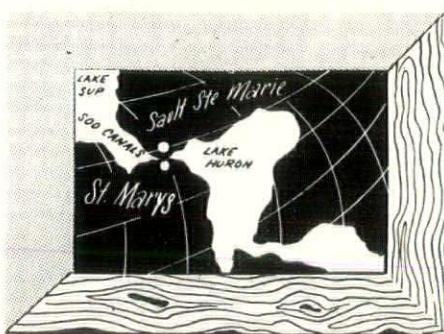
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favorable circumstances, be built within the client's budget. There have been hospitals for which preliminary drawings were prepared, preliminary estimates received, and fund raising campaigns successfully concluded, only for the client to find that in the meantime prices had gone up, and that more money must be milked from a reluctant community or the project dropped. That's pretty tough on an unsuspecting client, but it's nobody's fault. And there have been examples of mortgage commitments (which can not be made, obviously, until after drawings have been prepared) being less available than either client or architect had anticipated. So the client has to put up more funds of his own or give up the idea to build—again after he has committed himself to the expense of the drawings.

And then, suppose the client just plain doesn't like the building that the architect has designed for him? A good friend of mine recently had that happen. His architects were good; he was a reasonable client. But for one reason or another they couldn't get together on a house that satisfied both of them. I think that the architects themselves would admit (perhaps only to themselves) that this job wasn't one of their best efforts. No architect is ever completely happy with every job he does, and this was one which they couldn't seem to click on. So finally the client paid them off, and that was a fairly expensive that. The point is—and I don't believe it's an entirely invalid one—that a client has promised to pay for something that he hasn't seen and won't see for some time.

You can meet this argument in several ways. For instance, the client should choose his designer on the basis of past performances, and he probably won't go wrong. Or, you can say that he is buying professional services, not a tangible object. But those are our arguments, on the professional side of the fence. From the client's side, he often sees only that he is buying an intangible liability and taking a chance that it will function well, and that what he is interested in ultimately is not the architect's services as such, but the very tangible building that will result from activity by the architect and others.

I think just one more point might be made for the client, poor soul, and that is that he sits in an uncomfortable position in today's stream of technical advance. Many side-line rooters, including architectural editors, have urged architects to experiment, to be bold in the use of new materials and new techniques. At whose expense? The client's, of course. If the architect doesn't urge his client to use a new heating system, for instance, he is doing him a disservice, and not acquainting him with possible comfort benefits, or even possible savings in original cost or upkeep. On the other hand, if he recommends its adoption, he certainly isn't going to guarantee its performance and, beyond purely technical warranties, neither is

the contractor. There must be research in building methods and the use of available products, but it can't all be in the laboratory. Before long, some client is going to be persuaded to be a guinea pig on all these developments. He's doing a public service, and making better buildings possible for future clients—poor soul.

What is the answer to this problem of the relationship of the architect to his client? It can't be solved by forms and standards and codes of ethics, because it is basically a matter of personal relationship, mutual trust and respect, and very patient, elementary education of an inexperienced customer by his professional adviser. Neither the education nor the confidence can be established if the professional is cynical or abstruse. It seems to be a professional responsibility to keep in mind more often than usually is done the confusion that must plague many good clients, and to do one's best (while at the same time protecting professional standards and ethics and income) to clarify and simplify and explain step by step the difficult and unexpected problems that are going to arise.

Perhaps it is a feeble conclusion to this piece, but it seems to a number of observers today that the first improvement might be made in the verbal and graphic presentations that are given to the client. In other words, speak simply and draw clearly. The client isn't interested in spatial concepts and matters of design integration when he's worrying about room arrangements and budget matters. His aesthetic concern has little to do, in most cases, with the weighty matters of monumentality and style and regionalism and such—it can be translated quite simply into a desire to see a picture of what the building will look like. And to make that presentation drawing difficult to understand, or to make it look like something which will never exist in nature, is simply to add to his natural confusion.

If we were more willing to look at our professional activities from the client's point of view, our public relations might be easier to maintain and the continuing struggle to do better work might become less difficult and more pleasant.

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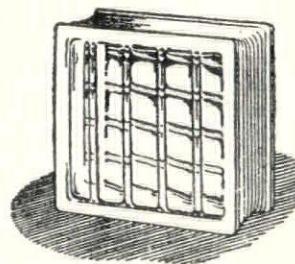
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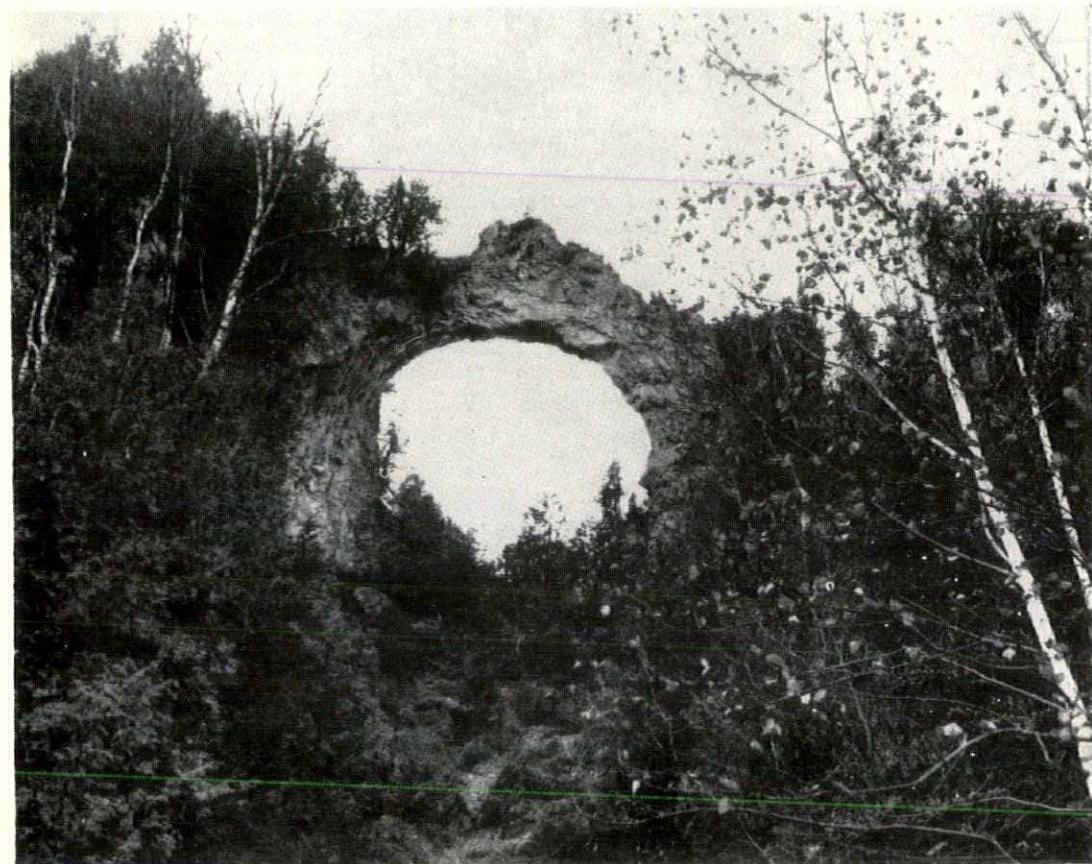
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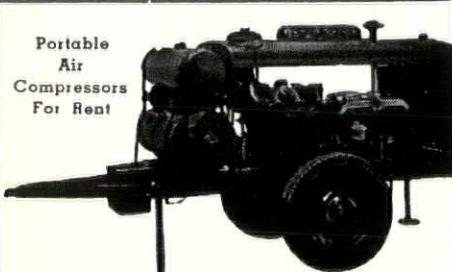
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## ARCHITECTURAL ENGLISH

A new system of teaching English to architecture students will be tried at Carnegie Institute of Technology beginning next September.

Carnegie President J. C. Warner announced today that the new system will be made possible by a \$2,500 grant from the Wherrett Memorial Fund of the Pittsburgh Foundation.

The grant was given recently for a "demonstration project in architectural education," according to a letter from Stanton Belfour, Director and Secretary of the Foundation.

The new program, to be developed by English instructor Earle R. Swank in conjunction with the architecture faculty, will be in line with the school's Institute-wide Carnegie Plan of education.

(During the past 14 years, Carnegie's English Department has developed a program for teaching engineers to speak and write with vigor and clarity.)

If the new experiment is successful, it will be adopted as a permanent part of the Architecture Department curriculum.

According to Mr. Swank, the new

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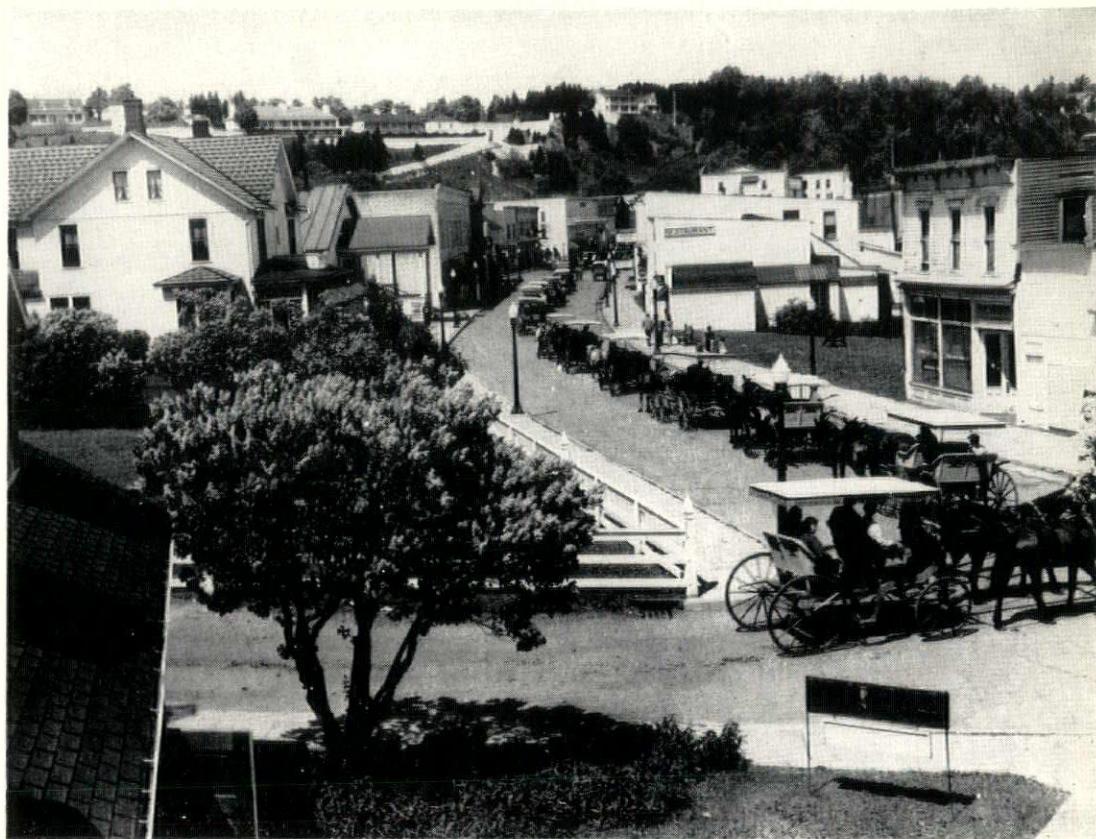
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system will call on an architecture student's natural abilities in design.

"For example," he said, "the construction of sentences and paragraphs will be attacked as design problems.

"The philosophy behind the design of a good building is fundamentally similar to that behind the construction of a good paragraph. We will try to help our students see this similarity, and learn how to take advantage of it."

In the new program, students will have morning English classes three times a week.

In addition, Mr. Swank will sit in architecture design drafting rooms where he will criticize and coach students in speaking about their ideas.

Professor John Knox Shear, Head of Carnegie's Architecture Department, said, "One of the aims of the Carnegie Plan is to help our students develop what it takes to give society professional service in their jobs and in civic and political life.

"How well a man can serve society depends, in a large measure, on how well he can express himself. This experiment is an attempt to make good writing and speaking an integral part of architectural education."

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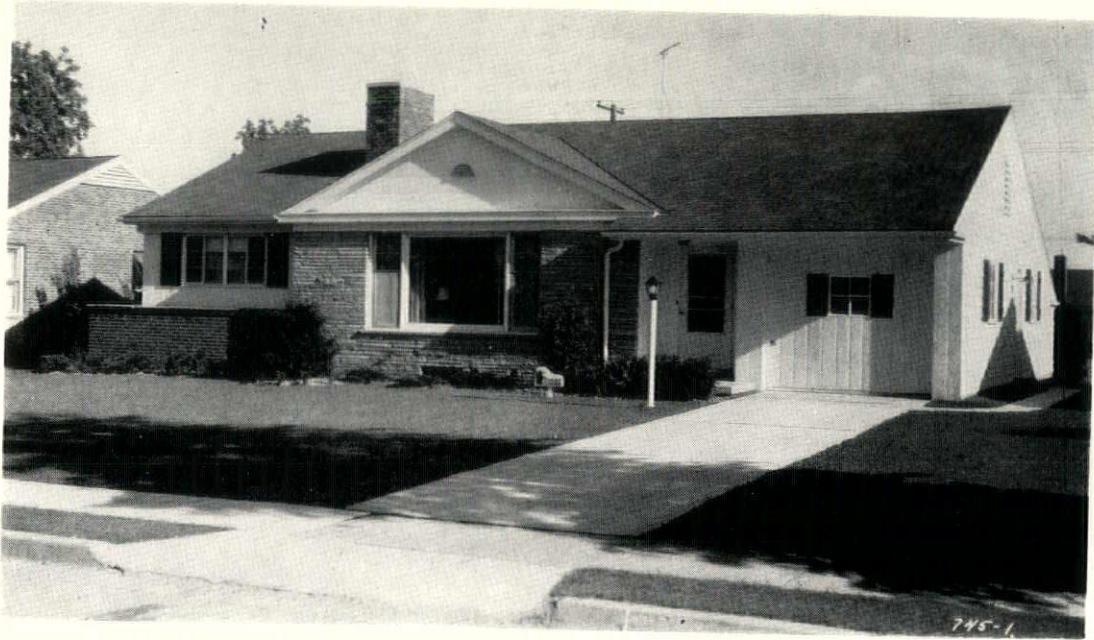
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Since 1935 TILT-A-DOOR has been building metal doors for the residential building trade. The experience gained over this period is reflected in our postwar product. By combining aluminum alloys with steel, we have produced a door 60% lighter than the prewar door, yet actually stronger.

*Available in the standard single and Twin Door sizes*

*Also featuring the new "eight six" doors for the wider automobiles,  
and a "seventeen-foot" Twin Door.*

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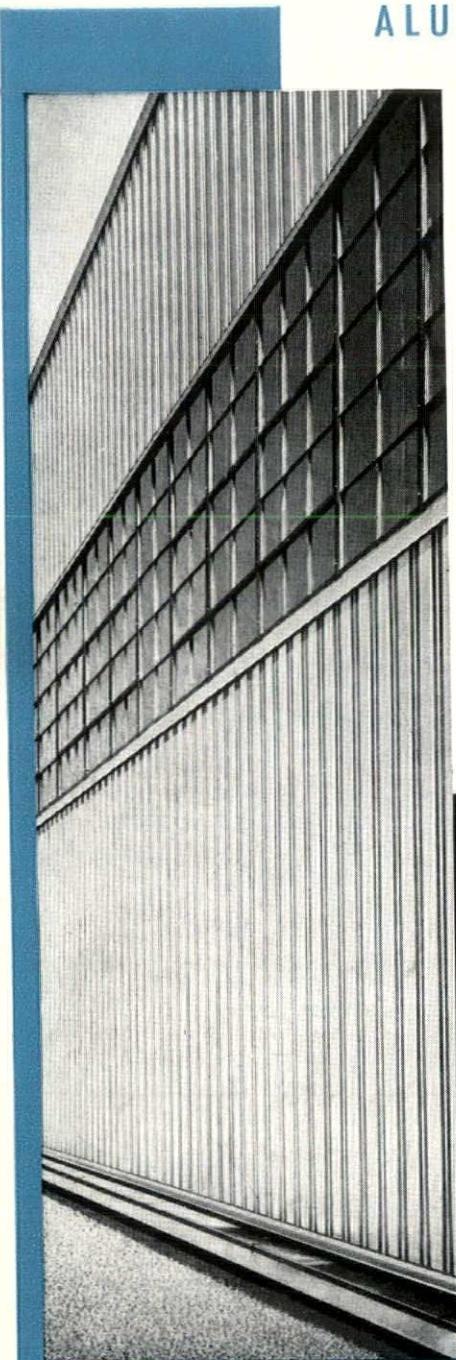
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# INSULATED

# METAL WALLS

for INDUSTRIAL and COMMERCIAL BUILDINGS

ALUMINUM, STAINLESS or GALVANIZED STEEL

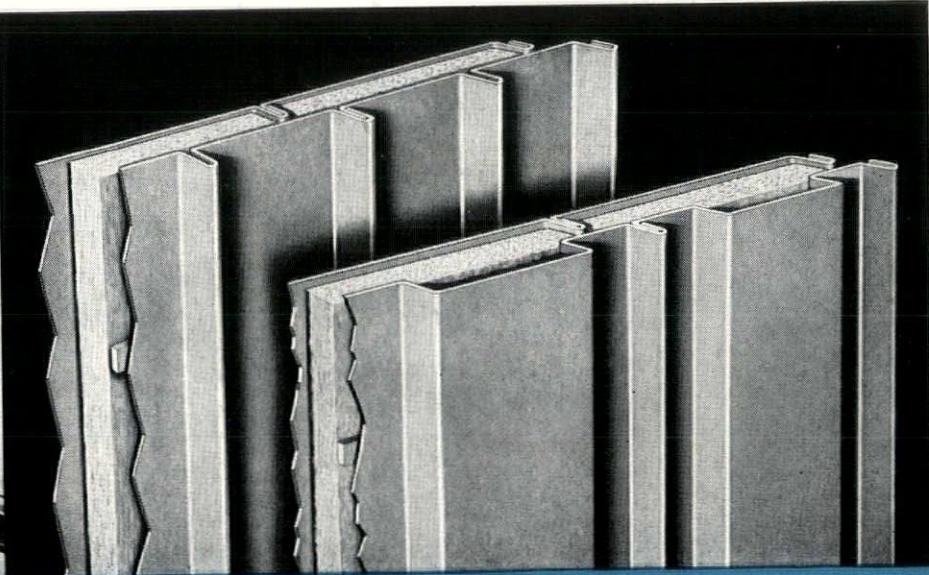


Insulated Metal Walls continue to gain favor with architects and owners throughout the country . . . this enthusiastic acceptance is only natural, because, from any angle, appearance, thermal properties, material cost, or the economies effected through labor-saving rapid construction, they more than justify their selection for any type of industrial or commercial building. Mahon Insulated Metal Walls offer several distinct advantages . . . exterior plates are available in several ribbed or fluted designs in either Aluminum, Stainless Steel, or Galvanized Steel. Individual architectural treatment may be obtained by combining or reversing these exterior plates to form pilasters, coping, and other effects, and, Mahan wall plates can be rolled in any length up to 55 ft. to produce high expanses of wall without horizontal joints — a feature that instantly appeals to architects everywhere. With 2 inches of Fiberglas insulation, thermal properties are excellent—an over-all "U" factor of 0.15. Mahon Insulated Metal Walls in combination with a Mahon Steel Deck Roof provide an ideal type of permanent, firesafe construction which can be quickly and economically erected in any season of the year. See Sweet's Files for complete information or write for Catalogs B-49-A and B.

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Manufacturers of Insulated Metal Walls; Steel Deck for Roofs, Ceilings, Floors, and Partitions; Rolling Steel Doors, Grilles and Underwriters' Labeled Rolling Steel Doors and Fire Shutters.



The Budd Manufacturing Company's new plant at Gary, Indiana, illustrated above, is typical of modern Insulated Metal Wall buildings. In this plant 31,000 Sq. Ft. of Mahon Insulated Metal Wall, with aluminum exterior plates, and 300,000 Sq. Ft. of Mahon Steel Deck was employed. Giffels and Vallen, Inc., L. Rossetti, Detroit, Mich., Engineers and Architects. S. N. Nielsen Company, Chicago, Ill., Gen. Contrs.

# MAHON